26TH YEAR

BROADCASTING TELECASTING

THE BUSINESSWEEKLY OF RADIO AND TELEVISION SEPTEMBER 23, 1957 35¢ PER COPY

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Revlon polishes off BBDO

Speaking of

COSTS . . .

Results considered, WHO costs less than any possible "economy package" in Iowa: *More Iowa families listen to WHO regularly, daytime, than to all the 56 other Iowa stations COMBINED*!*

**Source: 1956 Iowa Radio Audience Survey*

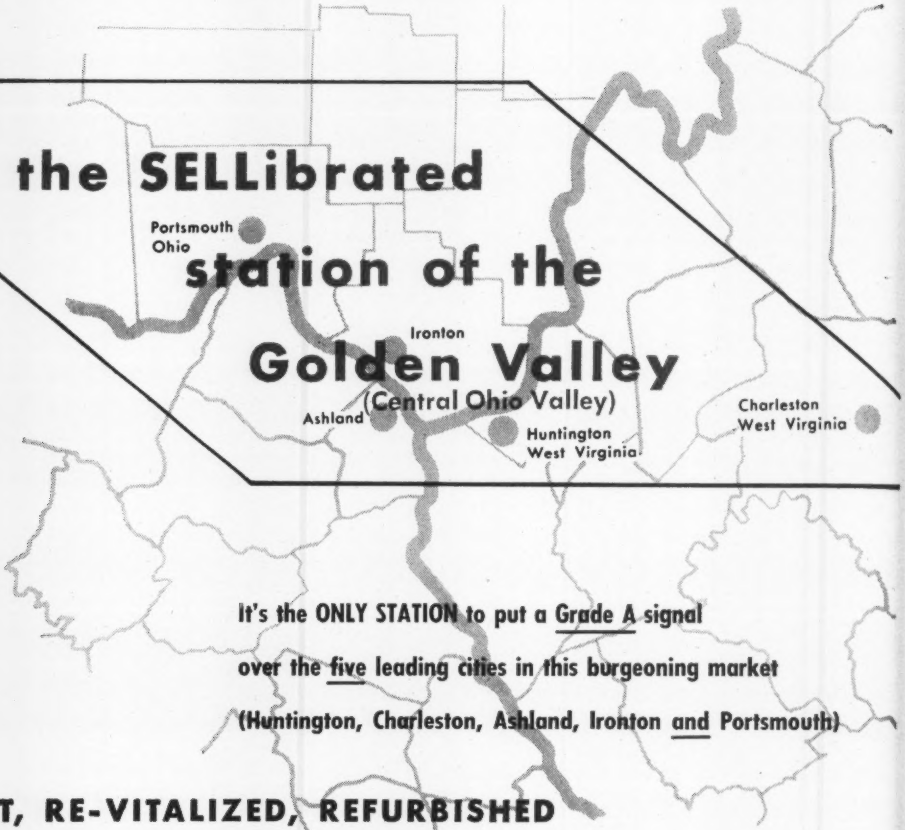
WHO Radio is part of
Central Broadcasting Company,
which also owns and operates
WHO-TV, Des Moines
WOC-TV, Davenport

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
Robert H. Harter, Sales Manager

Peters, Griffin, Woodward, Inc.,
National Representatives

no wonder WHTN-TV is...



the SELLibrated station of the Golden Valley

(Central Ohio Valley)

It's the ONLY STATION to put a Grade A signal over the five leading cities in this burgeoning market (Huntington, Charleston, Ashland, Ironton and Portsmouth)

A REBUILT, RE-VITALIZED, REFURBISHED REFRESHED POWERHOUSE....

BUY-POWER stemming from a new tower 1,000 feet above average terrain

PRIME-POWER covering 434,400 TV homes—a newly established loyal listening audience who get a better, brighter picture

SALES-POWER influencing multi-billion dollar retail sales

DOLLAR-POWER because the average cost per thousand is *still* lower than any other station in the area

NO WONDER THERE'S MORE "POWER" TO SELLIBRATE!

WHTN-TV

CHANNEL 13

HUNTINGTON, WEST VA.

ABC AFFILIATE

A COWLES STATION

Represented by
Edward Petry & Co., Inc.

One Does It In Des Moines!

KRNT-TV SCORE

311 FIRSTS in 485 Quarter Hours

(THE JUNE A. R. B.)

TOP TEN MULTI-WEEKLY

*KRNT-TV			Average Rating
* 1.	Russ Van Dyke News	10:00 P.M.	37.7
* 2.	Al Couppee Sports	10:20 P.M.	27.0
* 3.	Paul Rhoades News	6:00 P.M.	14.8
* 4.	Guiding Light	10:45 A.M.	13.7
5.	Jack Shelley News	10:00 P.M.	13.4
* 6.	As the World Turns	11:30 A.M.	13.4
* 7.	Search for Tomorrow	10:30 A.M.	12.5
* 8.	Don Soliday News	12:30 P.M.	12.4
* 9.	Bill Riley	12:00 Noon	11.8
*10.	Love of Life	10:15 A.M.	10.8

TOP TEN ONCE-A-WEEK

*KRNT-TV		Average Rating
* 1.	Gunsmoke	40.0
* 2.	Ed Sullivan	35.5
* 3.	To Tell The Truth	35.4
* 4.	The Lineup	34.0
* 5.	Climax	31.8
* 6.	What's My Line	31.5
7.	Lawrence Welk	28.8
8.	Panic	28.5
9.	Wells Fargo	28.2
*10.	I Love Lucy	28.0

A COWLES OPERATION

KRNT-TV

Full Power Channel 8 In Iowa

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by Broadcasting Publications, Inc., 1735 DeSales St., N.W., Washington 6, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Ask a Branham man about...

The Only Full-Time 50,000 Watt Station in Dallas-Ft. Worth

KRLD

RADIO • CBS • DALLAS

KRLD 1080 is the only 50,000 watt station in the Dallas-Fort Worth area not sharing time or frequency with another Dallas-Fort Worth station. KRLD, the oldest CBS affiliate in Texas, broadcasts 24 hours a day. One station — one contract means important savings through greater frequency discounts. For your best buy — better buy KRLD.

KRLD delivers

MORE COVERAGE

MORE LISTENERS

than any other full-time station in Texas

N.C.S. NO. 2

and at less cost per thousand!

KRLD Radio CBS

The radio station of The Dallas Times Herald, owners and operators of KRLD-TV, telecasting with maximum power from the top of Texas' tallest tower. Herald Square, Dallas 2. The Branham Company, exclusive representatives.

JOHN W. RUNYON	CLYDE W. REMBERT
Chairman of the Board	*President*

closed circuit®

FEE OR FREE • Among "instructions" given by FCC to its staff proposing toll tv test (see story page 27) was edict that no advertising sponsorship can be carried during subscription programming; that it must be one method or other, not both; that regular minimum hours of "free" telecasting must be maintained; that such service be limited to markets having four stations or more. But there's no certainty that any of these "instructions" will wind up in proposed ground rules, and prospect is there'll be another lively fight on criteria.

B•T

There wasn't any official expression, but belief that subscription tv operators consider FCC action their foot-in-door to establish new advertising medium was voiced around Schenectady and Cleveland NARTB meetings last week. Sen. Charles E. Potter (R-Mich.) privately indicated at Cleveland his belief that sponsorship attempts would come once subscription tv became established. While broadcasters furrow their brows about economic threat from on-air and wired versions of toll television, municipal officials around nation are rubbing their palms eagerly. They figure local taxing of wired tv systems will be biggest discovery since parking meters.

B•T

NATIONAL SPOT • What does it cost advertiser to get national coverage from spot television? Here are examples worked up by Peters, Griffin, Woodward, station representative, in presentation to be issued soon. Half-hour program (at 52-time discounts) will run $29,012 for time, $26,721 for program on weekly basis. One 20-second (nighttime) spot per week (at 52-week rates) will cost $14,526. Ten to fifteen ID's per week, under special package discount plans, will cost $16,271. These figures are totals for 68 major markets embracing 85% of all television homes, and rates were figured from those of leading station in each market.

B•T

In line with agency policy, McCann-Erickson, New York, will promote from within to fill associate directorship left vacant by Ted Bergmann's move to presidency of Parkson Adv., New York (see story page 31). Nod will go to William Wylie, now tv account executive and formerly vice president in charge of stations relations at ABC-TV.

B•T

DEAD CENTER • For second week straight, FCC reached 3-3 impasse on authorization of service by ch. 13 WLWI (TV) Indianapolis, which had been allocated to Crosley by 4-3 vote last March. Stymie came on refusal of three commissioners (Hyde, Bartley and Lee) to approve proposed change in antenna and transmitter equipment without prior action on pending petition for reconsideration. New Comr. Ford agreed to examine record and determine whether he could participate on basis of his prior activities as chief of Broadcast Hearing Section, with determination to be reached at this Wednesday's meeting.

B•T

If Comr. Ford again disqualifies himself, it's presumed Chairman Doerfer will rule that 3-3 tie sustains former action granting Crosley facilities, but there would remain to be resolved approval of new installations. Also reportedly before FCC is contention of opponents that Crosley began installation and connection of facilities without prior authorization.

B•T

KINKS IN THE WIRE? • Informal but positive word has reached FCC that "open line" type of closed circuitry, such as proposed by Skiatron for its toll tv system, won't pass muster and that AT&T and its subsidiaries would not "accept" interconnection with this system. Because of cross-radiation, FCC has been advised, only one system could work and then only at short distances under good conditions. Sleet, snow, twigs and other physical interferences would play hob with service, according to these advices.

B•T

Special NARTB committee will be named soon by President Harold E. Fellows to consider proposals to split annual industry convention into separate radio and television sections or separate East and West Coast meetings. Committee also will review suggestions to schedule joint tv-radio day at regional meetings between separate radio and tv sessions.

B•T

'TIME' USING P.I. • Radio campaign with unusually benevolent per-inquiry feature for stations is being run by *Time* magazine as subscription booster. Officials say in most cases they're buying time on usual basis but that in "a few" instances stations handle as P.I.—with *Time* paying $3 for each $1.97 special introductory subscription they get. *Time* authorities explain that probable rate of renewals (and re-renewals) among introductory group is such that in long run magazine figures to make money and hence can afford to pay $3 for each $1.97 received now. (At other times, depending on market, figure might be only $2, or, in better market, $4, for example.) Campaign, including conventional time purchases as well as P.I. deals, currently uses 17 stations but may be expanded. Some Canadian stations also being used. Young & Rubicam, New York, is regular agency for *Time* but this special campaign is being handled by Maxwell Sackheim & Co., New York.

Informed guess is that despite reports of termination, Westinghouse Electric Corp., which is currently reviewing its every-week sponsorship of Studio One *on CBS-TV, will renew again on same basis. Advertiser has been underwriting program since May 11, 1949. McCann-Erickson, New York, is agency for Westinghouse.*

B•T

LEAK MEMO LEAKS • One of first acts of FCC's new chairman, John C. Doerfer, upon reconvening of FCC after its August recess, was confidential memo to FCC members and staff on "leaks" of FCC actions. Complaint from trade paper correspondent (not B•T) caused chairman to advise fellow commissioners and staff that there are prescribed channels for release of information and he invited attention to administrative order and FCC's manual on premature disclosures. All members of Commission were asked to "scrupulously follow this course."

B•T

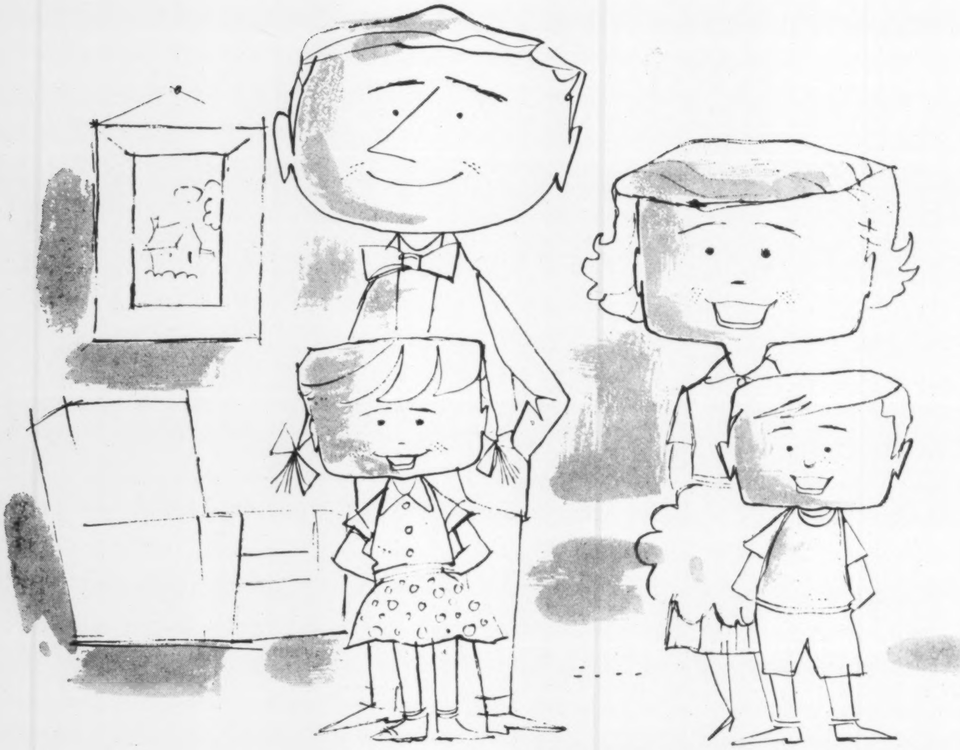
It's official that Frieda B. Hennock, former FCC Commissioner, will be Washington counsel for MBS. New board of directors of recently sold network made appointment Friday.

B•T

LABOR OF LOVE • What CBS-TV authorities call television's first all-tv promotion film of such size and scope will be made available to business and general audiences throughout U. S. by that network and its affiliates, starting shortly. Produced by Terrytoons Div. of CBS-TV Film Sales at cost understood to exceed $100,000, film is called "Depth Study" and deals with television's role in American life, with virtually no plug for CBS-TV specifically. It was shown to CBS-TV Affiliates Assn. board of directors a few weeks ago in unfinished form and will be previewed for newsmen in New York today (Monday). Network is expected to show national advertisers and agencies, among others, and affiliates to local social, educational and professional groups as well as clients. Film also was produced in form suitable for on-air use.

B•T

Exchange of tv programs between U. S. and Soviet Union urged last Friday by Charles E. Wilson, President of People-To-People Foundation Inc., in talk before World Television Conference in London. Mr. Wilson called upon Communist party leader Nikita S. Khrushchev to permit exchange of tv shows so that each country may "improve understanding" between U. S. and Russia. Though Mr. Khrushchev is reported to favor this move, he never has made firm offer.



Your advertising gets HOME

in these 4 key markets

SYRACUSE
OMAHA
KANSAS CITY
PHOENIX

because Meredith stations are "One of the Family"

MEREDITH RADIO and TELEVISION STATIONS

KANSAS CITY	KCMO	KCMO-TV	The Katz Agency
SYRACUSE	WHEN	WHEN-TV	The Katz Agency
PHOENIX	KPHO	KPHO-TV	The Katz Agency
OMAHA	WOW	WOW-TV	John Blair & Co.- Blair-TV

Meredith Stations Are Affiliated With Better Homes and Gardens and Successful Farming Magazines

THE WEEK IN BRIEF

LEAD STORY

Amber Light For Pay-Tv—FCC set to accept applications for toll tv tests from broadcasters, announcing instructions to staff to draft orders which will call for extensive information to permit limited and controlled trial operations. Move brings calls for immediate Congressional hearings on whole pay controversy, and a "stand up and be counted" plea by NARTB President Fellows. Page **27.**

ADVERTISERS & AGENCIES

Revlon Dusts BBDO—An $8 million budget at BBDO is to be parceled in big chunks by the cosmetics advertiser to two of its current agencies, Warwick & Legler and C. J. LaRoche. Of the two, Warwick & Legler gets the bulk, including billing from Revlon's two network quiz shows. Page **30.**

July Was Kind to The Tv Networks—Just-released compilations from Publishers Information Bureau data shows that tv network time sales were nearly $39 million. That shoves seven-month totals for this year over $272 million mark. Page **42.**

K&E Names Two—Edwin Cox elected board chairman replacing Thomas D'Arcy Brophy, retired. Don Miller replaces Mr. Brophy on executive committee. Page **35.**

'Life' Goes to Its Own Party—It was courtesy of NBC Radio, and B•T does the picture story honors. Page **36.**

A B•T INTERVIEW

MR. WEBB

Spot Business This Year Should Reach $660 Million—That's what Station Representatives Assn. expects. In special interview with B•T editors on occasion of SRA's 10th birthday, Managing Director Larry Webb discusses the climate in radio-tv today, explains SRA's plans and policies. Page **120.**

GOVERNMENT

More on Tv's '56 Revenue—In further analysis of its August tv financial report, FCC issues breakdown by markets of revenues, expenses and income. Page **84.**

Progress on Capitol Hill—Moulder staff busily at work preparing for upcoming hearings on independent agencies with indications that FCC may not be first on list, as previously announced. Also, an introduction to staff members whose names promise to become prominent to Commission and industry. Page **78.**

TRADE ASSNS.

NARTB Kicks Off Regional Meetings—First two of fall series held last week in Schenectady and Cleveland. Subscription television, the new tv circulation count among the many subjects mulled. Page **44.**

PROGRAM SERVICES

Muzak Sold to Wrather, Loeb—Broadcaster-industrialist and broker pay $4.3 million for background music service. Page **68.**

MANUFACTURING

RCA-Zenith Settlement—RCA stands to recoup $2.8 to $4.7 million under terms of $10 million suit settlement—and that of GE and Western Electric—with Zenith Radio Corp. Page **74.**

FILM

How The Syndicated Shows Are Faring—One inkling is given in American Audience Bureau's monthly report on the 10 top films in 10 major markets. Page **66.**

OPINION

Access, Sure . . . But Let's Merit It—Charles Shaw, news director at WCAU-AM-TV Philadelphia, puts a few cards on the table at NARTB's regional meeting in Schenectady. He's in favor of access privileges for broadcasters, but says radio-tv has to maintain high standards in its news gathering. Page **54.**

MONDAY MEMO

Information, Please—And Less Noise—That's the advice J. Walter Thompson's Lucian Chimene gives station operators who insist on flooding timebuyers with meaningless claims and statistics. Writing in B•T's Monday Memo series, Mr. Chimene offers some constructive suggestions on what to provide to agencies. Page **125.**

INTERNATIONAL

Canadian Network Tv Nearly SRO—Bumper crop of clients scramble for time. Here's a rundown on the business signed so far. Page **96.**

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"Prime time's a must for me."
"Then so is WHB."

From 6 to 9 a.m. . . . from 9 to noon . . . as all day . . .

It's a WHB world

Ask to see the WHB area dominance story—packed with convincing documentation!

Latest *AREA* NIELSEN: WHB first with 48.5%, 6 a.m.-6 p.m.
Latest PULSE: WHB first every quarter hour
Latest HOOPER: WHB first with 42.4% all-day average
Latest TRENDEX: WHB first with 42.1% all-day average

WHB *10,000 watts on 710 kc*

Kansas City, Missouri

Whether it's prime . . . or any time . . . talk to Blair or WHB GM George W. Armstrong.

54.1%

area Nielsen—(6 a.m.-noon) more than all other Kansas City radio stations combined.

STORZ STATIONS

TODAY'S RADIO FOR TODAY'S SELLING

WDGY *Minneapolis St. Paul*
WHB *Kansas City*
WQAM *Miami*
REPRESENTED BY JOHN BLAIR & CO.
TODD STORZ, PRESIDENT
WTIX *New Orleans*
REPRESENTED BY ADAM YOUNG INC.

at deadline

MILITARY NIPS AT CH. 2, BUT FAR AWAY

Military has taken first bite out of tv's frequencies. Joint announcement Friday by Office of Defense Mobilization and FCC reported agreement to transfer to government ionospheric scatter use lower end of ch. 2 as well as two bands in 46 mc and 49 mc portion of spectrum. However, announcement declared 54.0 mc-54.4 mc usage will not occur in continental U. S., its territories or possessions—except it will be used in Midway Islands area of Pacific. Tv's ch. 2 covers 54-60 mc.

First reaction to be obtained was from Jack Jett, former FCC commissioner and chief engineer, now vice president in charge of *Baltimore Sunpapers'* WMAR-TV Baltimore on ch. 2. Mr. Jett said that he sees no problem at all to ch. 2 stations through use of portion of that tv channel outside United States. He also pointed out that 54.0-54.4 mc is part of vestigial sideband usually suppressed.

At same time ODM was announcing establishment of six, 400-kc frequency bands for governmental ionospheric scatter circuits (ionospheric scatter mode of transmission using vhf channels permits ranges up to 1,200-1,500 miles per hop), FCC announced new rule-making on mobile radio communications between 25 and 50 mc.

ODM has set up for ionospheric scatter six, 400-kc bands. They are 32.6-33.0 mc, 34.6-35.0 mc, 36.6-37.0 mc, 46.6-47.0 mc, 49.6-50.0 mc and 54.0-54.4 mc. Bands in 30 mc range already are under government control. Other three bands officially released to government by FCC order issued Friday. Because of national defense requirements order was made effective immediately without normal rule-making and other administrative procedures. It was noted that there are no non-government authorizations or applications for ch. 2 spectrum space in areas west of Hawaii.

In exchange for three bands relinquished by FCC, government turned over to FCC for non-government use 1200 kc of spectrum space between 150.8 mc and 152 mc. FCC proposed to add this to presently allocated 152-162 mc band for mobile use. In addition to specifying deadline for use of 46 and 49 mc mobile bands (Dec. 31, 1959), FCC also proposed to reduce channel widths from 40 kc to 20 kc. Users in 46 and 49 mc band (safety and industrial) promised new space in 150-160 mc.

Scatter circuits, using dual frequency channels, are scheduled to be engineered so least interference is caused other services, and from other services, spokesman said.

Discussions with FCC on this transfer have been underway for past 18 months, it was learned. Reports that military was interested in tv frequencies came to light earlier this year [B•T, April 1 *et seq.*].

Scatter mode, investigated since 1951 and becoming operational all over the world in past three years, is new communications technique whereby high powered, directional stations, using king-sized parabola antennas kick vhf and uhf signals into air. These are receivable at distances ranging from 300 miles (using uhf and troposphere) to 1,500 miles (using vhf and ionosphere). Although extremely weak, they can be picked up and amplified to usable proportions by large antennas and highly sensitive receivers.

Caesar, Coca Reunite on ABC-TV For Helena Rubenstein's Tv Entry

In reunion of one of tv's most successful comedy teams, Helena Rubenstein Inc. (beauty preparations), N. Y., will sponsor new Sid Caesar and Imogene Coca show weekly on ABC-TV, starting Jan. 26 in 9-9:30 p.m. slot on Sundays, continuing through to end of 1957-58 season [Closed Circuit, Sept. 16]. Oliver Treyz, vice president in charge of ABC-TV, said Friday that sponsorship marks Rubenstein's entry in tv. Advertiser has option to renew. Caesar-Coca contract with ABC-TV is long term, Mr. Treyz said.

Mr. Caesar left NBC-TV this year after failure to agree on future scheduling. ABC-TV show, Mr. Caesar said Friday, will be live and will use some experimentation. Comedian is negotiating with Carl Reiner who may return to Caesar-Coca program. Hal Janis, associated with Mr. Caesar during comedian's tv career as executive producer of program, has left NBC to produce new ABC-TV show. Oglivy, Benson & Mather, N. Y., is agency.

TOLL STOCKS SLIP

Check by B•T of stocks associated with toll television operations to gauge possible influence of FCC decision on pay tv (see page 27), revealed following: On Tuesday, day before FCC decision, Zenith Radio Corp. closed at 122 but dipped to 114¼ by Friday closing; Paramount Pictures (parent of International Telemeter) and Skiatron Electronics both slipped slightly, with former closing at 34 on Tuesday and 33¼ on Friday, and latter going from 7⅞ on Tuesday to 7¾ on Friday. Observers noted that Friday many industrial leaders, including Zenith, suffered worst setback in month.

• BUSINESS BRIEFLY

Late-breaking items about broadcast business; for earlier news, see Advertisers & Agencies, page 30.

PROFFERS PIECE OF 'PIED PIPER' • Liggett & Myers Tobacco Co., N. Y., sponsor of hour-and-half "Pied Piper" special on NBC-TV Nov. 26 (7:30-9 p.m.), is offering half-hour of it to agencies and advertisers. Production cost of program is $600,000 with $400,000 of that for first run. L&M is committed for two runs. McCann-Erickson, N. Y., is agency.

CLEANING SPOT • Oakite Products Inc. (cleaning compound), N. Y., today (Mon.) launches two-month spot drive in 12 markets, four of which—Syracuse, Tampa, Philadelphia, Los Angeles—will use tv, rest radio. Agency: Calkins & Holden, N. Y.

FCC Opens Door to All Stations For Remote Control Operations

The lid is off on remote control operation of am and fm transmitters. FCC Friday okayed 18-month-old NARTB request to permit all stations, no matter what power or whether directional or not, to be operated via remote control gear. Since 1953, Commission has permitted remote control transmitter operation for am and fm stations using not more than 10 kw and omnidirectional antennas. Commission stressed it had not changed rule requiring first class operator to be in charge of stations operating with power in excess of 10 kw and with directional antennas. It also warned that applications for remote control, which will be handled on case-by-case basis, will require showing that DAs are stable and in proper adjustment Commission said. Action taken by all commissioners except Comr. Mack, who abstained.

House Commerce Committee Plans Pay-Tv Hearing Early Next Session

House Interstate & Foreign Commerce Committee will hold hearings on pay tv "shortly after Congress reconvenes in January," Rep. Oren Harris (D-Ark.), committee chairman, announced Friday. Rep. Harris said hearings—with date to be set before Congress returns—were prompted by announcement that FCC would accept applications for toll tv operation on three-year trial basis (see page 27).

At hearing, FCC will be asked to inform committee of all developments involving subscription tv, and committee also will "scrutinize" all applications for pay tv.

at deadline

Ford's Donaldson Commends Tv Audit Circulation Plan

Development of tv audit circulation plan would be "a wonderful thing," Ben R. Donaldson, director of institutional advertising, Ford Motor Co., told NARTB regional meeting at Cleveland Friday. He is vice chairman of Advertising Research Foundation.

Asking if tv industry "is really giving sponsors the information they need," Mr. Donaldson said printed media supply only quantitative data in Audit Bureau of Circulations reports whereas new tv audit promises needed qualitative data. "Such tv data would be most helpful," he added.

He criticized networks for scheduling programs to suit their own competitive needs rather than needs of advertisers, citing two 8 p.m. Sunday variety programs as examples.

Mr. Donaldson called television "the greatest communications medium ever developed" but wondered if it is being "oversold" while radio is being "undersold." He cited recent survey in auto dealer showrooms which showed 73% of those interviewed having been influenced by tv [B•T, Sept. 16]. On the other hand, Ford-sponsored survey in six cities revealed, for example, that only 20 out of 845 persons in Boston remembered tv spots, only 14 out of 726 in Cleveland.

"We are firm believers in spot radio," he said, "and have invested three-quarters of a million dollars in it within a year." He observed only two radio officials have called on Ford advertising department this year, network salesman with big deal to sell and one station official who complained he wasn't on Ford schedule.

Cleveland NARTB Meet Urges Thorough Pay-Tv Study on Hill

Broadcasters should urge their senators and representatives to make thorough study of pay tv and FCC's proposed action, NARTB regional meeting delegates decided Friday at Cleveland meeting. They were advised in resolution to support proposals directing FCC not to act pending policy-determination by Congress.

Other resolutions called on broadcasters to acquaint Congress and public with facts in music copyright situation and to fight for broadcast access to reporting of public events. Attendance at Cleveland meeting totaled 203, compared to 207 at same region's meeting in 1956.

Halsey V. Barrett, national sales director, Television Bureau of Advertising, gave sales presentation Friday morning. Charles Day, WGAR Cleveland news director, spoke on news coverage.

2 Tv Channel Changes Finalized, 2 Other Reallocations Proposed

FCC made final Friday two tv channels changes; denied a third and issued two proposals to reallocate frequencies. Commission ordered ch. 13 from Bemidji, Minn., to Hibbing, Minn., substituting ch. 9 for ch. 13 at Bemidji. It also finalized move of ch. 9 from Iron Mountain, Mich., to Wausau, Wis., substituting ch. 8 for ch. 9 at Iron Mountain. Both orders effective Oct. 24. In acting on ch. 9 reassignment in Minnesota, FCC denied request to move ch. 9 to Hancock, Mich.

FCC also proposed to: (1) Move Hartford educational ch. 24 to Waterbury, Conn., replacing it with Waterbury's ch. 53. Show cause orders issued to change WATR-TV Waterbury from ch. 53 to ch. 24, and Conn. Board of Education permit in Hartford from ch. 24 to ch. 53; and (2) allocate ch. 8 to McCook, Neb., and move ch. 3 from Cheyenne, Wyo., to Sterling, Colo. Last July FCC assigned ch. 8 to Ainsworth, Neb., and ch. 3 to McCook, Neb. Comments to both proposals due Oct. 15.

Am Buys by Hadlock, Werling Reported in California, Florida

Two am station sales, subject to FCC approval, announced Friday.

Group headed by James Hadlock, president of Hadlock & Assoc., Los Angeles agency, purchased KBUC Corona, Calif., for $150,000 from Radio Broadcasting Inc. Albert Zugsmith Corp. handled sale. KBUC is on 1370 kc with 1 kw day, 500 w night.

WJOE Port St. Joe, Fla., sold for $40,000 to Rupe Werling, former vice president of WIBG Philadelphia, by Vacationland Broadcasting Co. Vacationland President Wilbur Powell retains interest in WFTW Ft. Walton Beach, Fla. WJOE is 250-w daytimer on 1570 kc. Blackburn & Co. handled sale.

Schwartz Outlines Committee Aims

Dr. Bernard Schwartz, chief counsel of House Legislative Oversight Subcommittee, Friday addressed convention luncheon of Federal Bar Assn. in Washington. Dr. Schwartz outlined basic functions and goals of committee, which plans investigation of FCC and five other independent agencies, and appealed for public cooperation in reporting "abuses." He pledged to pursue all leads regardless of political consequences. (For earlier story on activities of Legislative Oversight Subcommittee and its staff, see page 78.)

FCC Comr. Frederick W. Ford and Richard A. Solomon, Commission assistant general counsel, were slated to address convention Saturday afternoon.

PEOPLE

ROBERT R. RIEMENSCHNEIDER, formerly with North Adv. and Schwimmer & Scott, Chicago, named chief timebuyer, Gardner Adv. Co., St. Louis, succeeding **GRACE McMULLEN,** who leaves to be married.

JIM TROY, program manager, NBC Central Div., resigns effective Sept. 30 to become executive vice president-treasurer of Mills-Park-Milford, N. Y. program-production firm. He will be succeeded by **KIRK LOGIE.**

WILLIAM M. LA CAVA, formerly with Compton Adv., N. Y., to Cunningham & Walsh, N. Y., as executive producer in radio-tv department, for tv production, art and general service.

Seven Fm's Granted—Three in S. F.; FCC Also Approves Four New Am's

Three fm stations granted by FCC in San Francisco, among seven announced Friday. Grants to H. N. Levitt (9.5 kw on 94.9 mc, 1,170 ft. antenna); KYA Inc. (4.9 kw on 93.3 mc, 710 ft. antenna); Bay Fm Broadcasters (Saul Robert Levine) (17.5 kw on 105.3 mc, 450 ft. antenna), all San Francisco, and Imperial Broadcasting System (Frank K. Danzig) (30 kw on 99.9 mc, 1,570 ft. antenna), San Bernardino, Calif.; Cornell Radio Guild (175 w on 101.7 mc, minus 210 ft. antenna), Ithaca, N. Y.; Macon County Broadcasting Co. (WFSC) (4.4 kw on 94.5 mc, 295 ft. antenna), Franklin, N. C.; and George Voron & Co. (20 kw on 106.1 mc, 480 ft. antenna), Philadelphia, Pa. Understood NBC planning to apply for fm in Philadelphia soon.

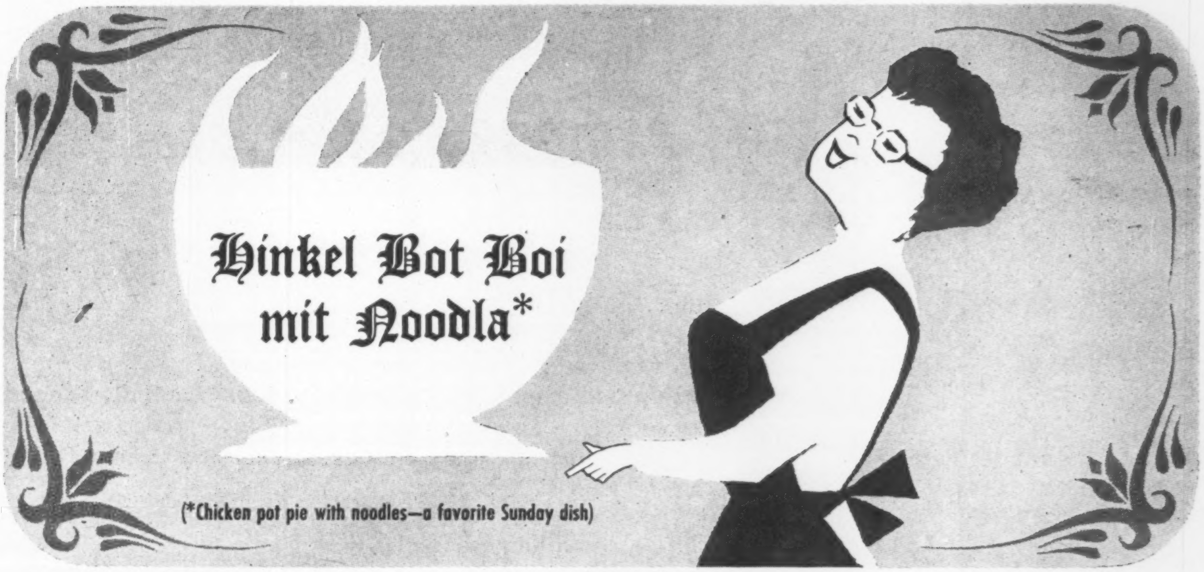
Commission also made four am grants, announced Friday: Bay Broadcasting Co., Valparaiso-Niceville, Fla. (250 w on 1340 kc); George A. Hormel II, Austin, Minn. (1 kw on 970 kc); Chesterfield Broadcasting Co., Richmond, Va. (5 kw day on 1590 kc), and O. K. Broadcasting Corp., Warrenton, Va. (500 w day on 1570 kc).

Tv Spot Rating System Validated

Practice of getting rating of tv spot announcements by using average of ratings of immediately preceding and succeeding quarter-hours has been validated by special study conducted for Television Bureau of Advertising by A. C. Nielsen Co., TvB Research Director Leon Arons announced Friday. He said study "documented" this "rather common practice" as "a working tool."

Richfield Ends Long NBC Stand

Richfield Oil Corp. Jan 1 will move its 26-year-old *Richfield Reporter* from NBC's Western Network to 29-station CBS Radio Pacific Network. Time remains same (10-10:15 p.m., Sun.-Fri.). John Wald, Richfield reporter for past 20 years, continues in that role. Move reportedly stemmed from desire of NBC to pre-empt first five minutes of program for its *News on the Hour*.


Hinkel Bot Boi
mit Noodla*

(*Chicken pot pie with noodles—a favorite Sunday dish)

Pennsylvania Dutch Favorites

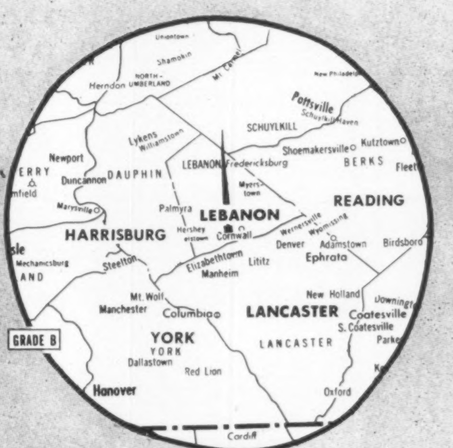
THE VIEWING'S "WONDERFUL GOOD"

EVERY day and EVERY night, viewers agree their favorite dish is WLBR-TV, Lebanon-Lancaster. Proof from Trendex:

	Average Rating	*Share of Audience*
WLBR-TV	**16.2**	**32.6**
WGAL-TV	21.4	43.0
WHP-TV	3.1	6.2
WTPA	2.8	5.7

ONE-SIXTH THE COST

With 73.2% UHF conversion—31.6% in Lancaster County and 278,044 UHF-equipped homes in its coverage area, WLBR-TV delivers LEBANON, LANCASTER, HARRISBURG AND YORK at ONE-SIXTH the cost of nearest competitor! Ask Blair-TV Associates for rates and availabilities.


Shamokin
Herndon
NORTH-UMBERLAND
Mt. Carmel
New Philadelphia
Pottsville
Schuylkill Haven
SCHUYLKILL
Lykens
Williamstown
Newport
PERRY
Duncannon
DAUPHIN
LEBANON
Fredericksburg
Shoemakersville
Kutztown
BERKS
Fleetwood
Myerstown
Marysville
Palmyra
LEBANON
READING
HARRISBURG
Hershey
Cornwall
Wernersville
Womelsdorf
Denver
Adamstown
Birdsboro
Mechanicsburg
Steelton
Elizabethtown
Lititz
Ephrata
Manheim
New Holland
Downingtown
Mt. Wolf
Manchester
Columbia
LANCASTER
Coatesville
S. Coatesville
GRADE B
YORK
YORK
LANCASTER
Parkesburg
Dallastown
Red Lion
Hanover
Oxford
Cardiff

LEBANON–LANCASTER–HARRISBURG–YORK . . .
AMERICA'S NUMBER 1 UHF MARKET

Sources: Trendex, Lancaster County, July 1957 / Trendex, Five-City Area, August 1957 / Television Magazine, September 1957

A TRIANGLE STATION

WLBR-TV

LEBANON—LANCASTER, PA.
INDEPENDENT • WORLD'S BEST MOVIES

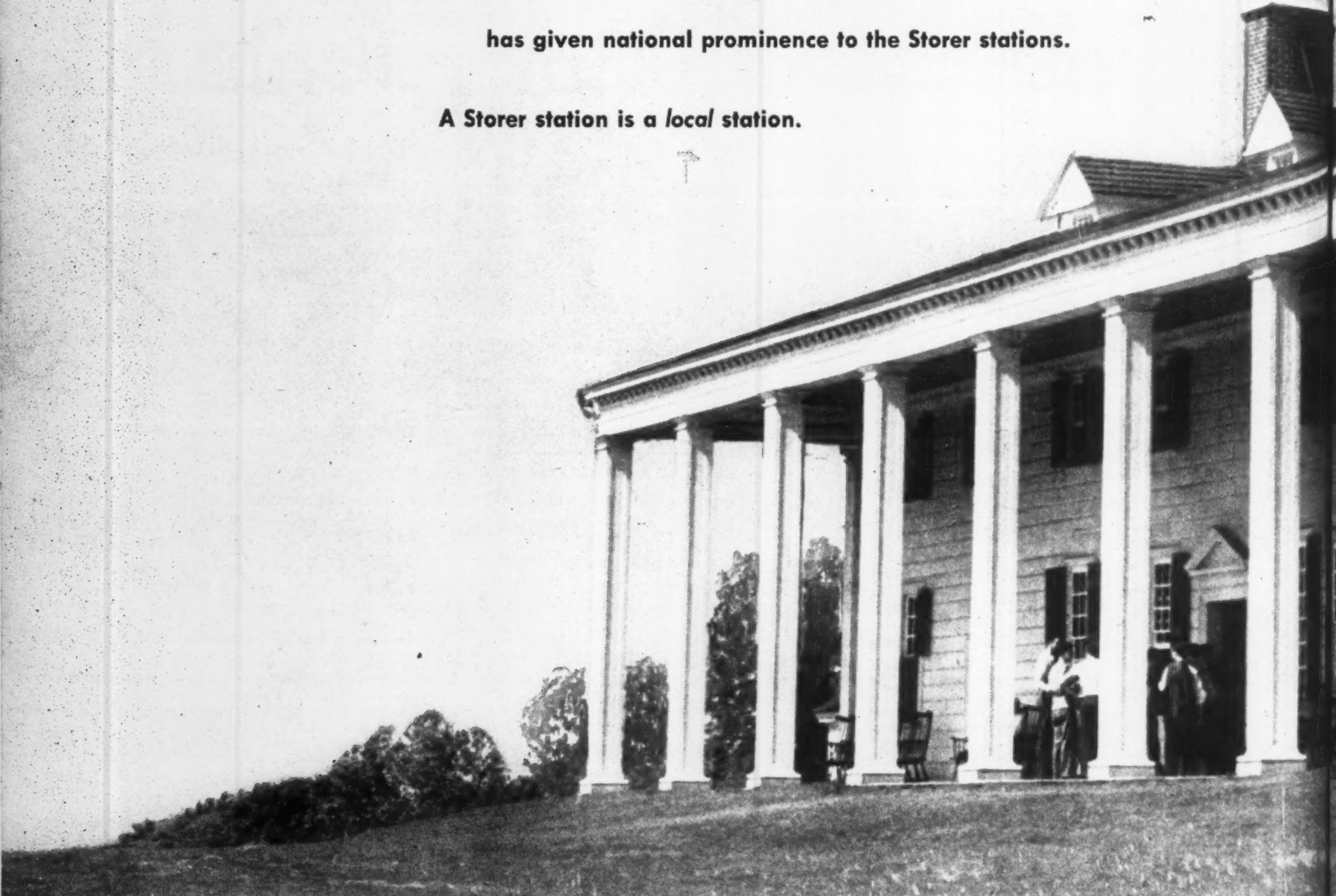
Operated by: Radio and Television Div. / Triangle Publications, Inc. / 46th & Market Sts., Philadelphia 39, Pa.
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WHGB-AM**, Harrisburg, Pa.
WFBG-AM • TV, Altoona-Johnstown, Pa. / **WNHC-AM • FM • TV**, Hartford-New Haven, Conn. / **WLBR-TV**, Lebanon-Lancaster, Pa.
Triangle National Sales Office, 485 Lexington Avenue, New York 17, New York

Famous on the local scene...

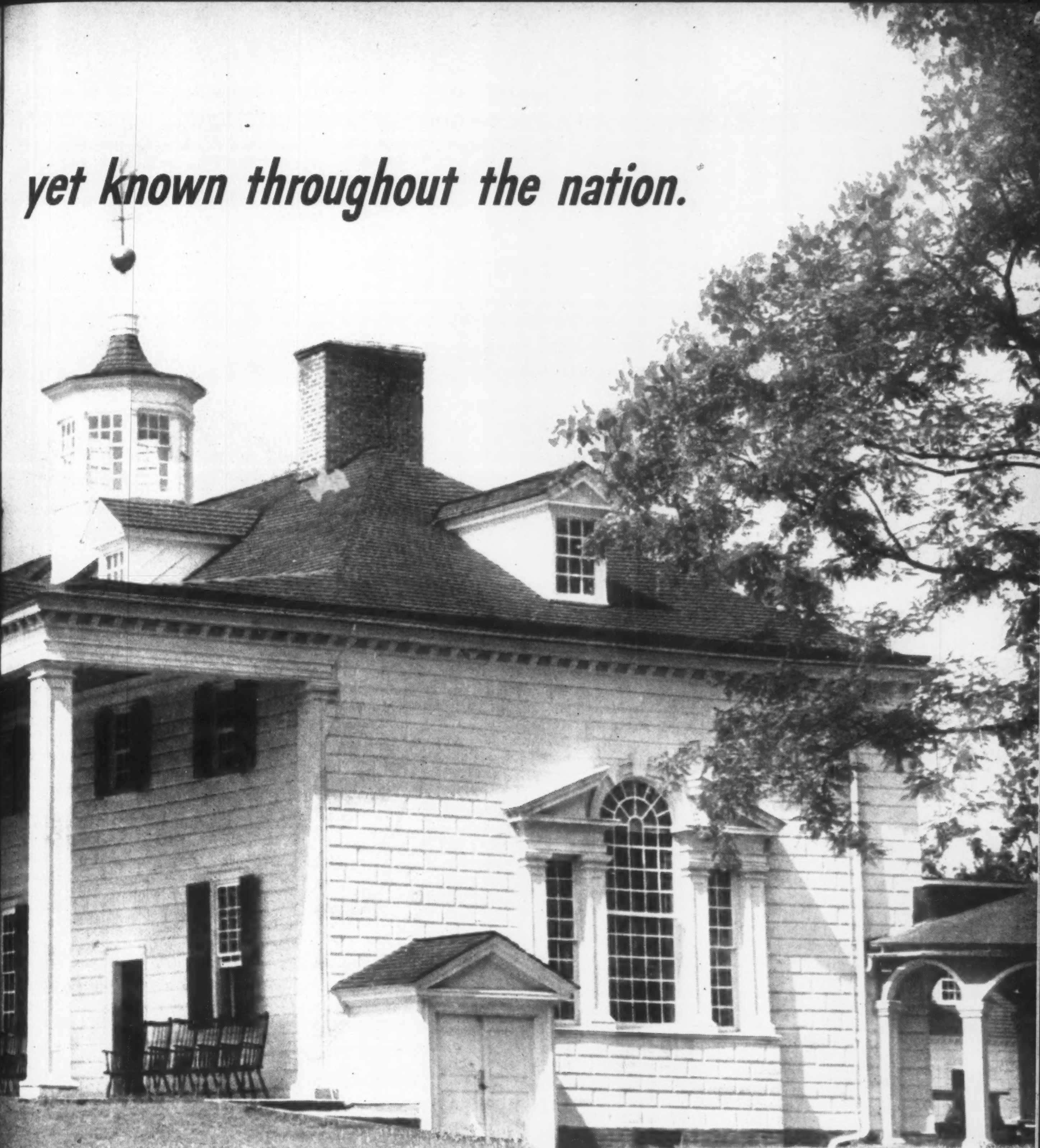
It was the leadership and inspiration of George Washington that changed Mount Vernon from a quiet country home into the country's number one shrine.

And it is the leadership in community activities that has given national prominence to the Storer stations.

A Storer station is a *local* station.



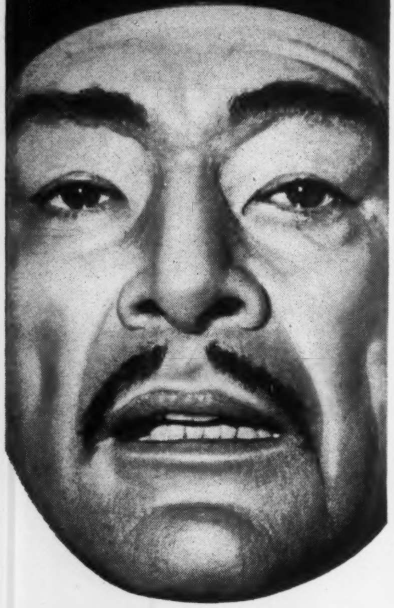
.. yet known throughout the nation.



STORER BROADCASTING COMPANY

WSPD-TV Toledo, Ohio	WJW-TV Cleveland, Ohio	WJBK-TV Detroit, Mich.	WAGA-TV Atlanta, Ga.	WVUE Wilmington, Del.		
WSPD Toledo, Ohio	WJW Cleveland, Ohio	WJBK Detroit, Mich.	WAGA Atlanta, Ga.	WIBG Philadelphia, Pa.	WWVA Wheeling, W. Va.	WGBS Miami, Fla.

SALES OFFICES
NEW YORK—625 Madison Avenue, New York 22, Plaza 1-3940
CHICAGO—230 N. Michigan Avenue, Chicago 1, Franklin 2-6498
SAN FRANCISCO—111 Sutter Street, San Francisco, Sutter 1-8689



NEW
CHARLIE
CHAN
SELLS!

'78 markets snapped up in first six weeks! Coca-Cola in Atlanta! NBC O-&-O in Los Angeles! Dixie Beer! Bowman Biscuit! Prescription 1500 in 10 markets! J. Carrol Naish, the NEW Charlie Chan, "the best ever to do the role." See it today, and you'll have to agree the new CHARLIE CHAN sells!

tpa

Hurry! Markets are being reserved today! Wire or phone for private screening!

Television Programs of America, Inc.
488 Madison Ave., N. Y. 22 • PLaza 5-2100

M SQUAD

The timeliness of 'The Golden Look," in which the driver of the getaway car ignores a stoplight and crashes into another car, killing both the driver and his six-year-old son he was driving to his first day at school, gives the program an emotional impact that gets *M Squad* off to a good start in the police drama handicap.

The opening—with trench-coated Lee Marvin standing, as Detective Lt. Frank Ballinger of the Chicago Police Department's M Squad, before a backdrop of the Wrigley Building and saying, "Chicago's my town; Chicago's my beat"—seemed almost a burlesque of *Dragnet* and *The Lineup*. But as the drama unfolded, *M Squad* showed itself an able imitator of those tv veterans, with as good acting, as tight direction and, at least for this inaugural telecast, with plot construction on a par with their best and a lot better than their average.

Essentially, the format is the same: the Police Department hero and his pal using patient persistence, countless interviews, tireless legwork and dogged determination to track down the criminal. Superficially, *M Squad* differs by its Chicago locale and by its hero wearing a narrow-brimmed bow-in-back hat, enough to identify him and the program easily without disturbing the familiar pattern.

More credit, then, to Joel Murcott for writing a story with a Poe-like plot of the bandit whom everyone identifies by his gold teeth that turn out to have been donned especially for the holdup. Director Bernard Girard and actress Ann Barton share honors with Mr. Murcott for the scene in which the wife-mother is shown the shiny new pencil box that proves the victims to be her son and husband.

Production costs: About $36,500.

Filmed by Revue Productions, Studio City, Calif., and telecast on NBC-TV, Fri., 9-9:30 p.m. EDT. Started Sept. 20.

Sponsored by American Tobacco Co. (Pall Mall) through Sullivan, Stauffer, Colwell & Bayles and Hazel Bishop through Raymond Spector, on alternate weeks.

Producer: John Larking of Latimer Production Co.

Director: ("The Golden Look") Bernard Girard.

Writer: ("The Golden Look") Joel Murcott.

BACHELOR FATHER

The word "adequate" and nothing more describes *Bachelor Father*, which alternates Sunday nights with Jack Benny.

On the plus side of the ledger are good acting chores by handsome John Forsythe, as Uncle Bentley, a Hollywood bachelor attorney, and Noreen Corcoran, a charming 13-year-old who plays the part of Kelly, the niece who comes to live with Bentley.

But on the negative side is the indication from the first program that plots may lapse into the run-of-the-mill situation comedy quandaries. There were the usual jokes connected with the hero's methods of extending his business activities to candlelight dinners with glamorous lady clients and there are indications that the oriental butler's singsong quips are a permanent fixture.

Most disturbing is the audience laughter dubbed onto the film soundtrack. The roars that follow rather ordinary quips can make a viewer wonder if he's lost his sense of humor.

Production costs: $45,000.

Sponsored by American Tobacco Co., through BBDO, on CBS-TV, Sun., 7:30-8 p.m. EDT. Started Sept. 15, to be presented on alternate weeks.

Package: Filmed by Forhop Production in association with Revue Productions

Producer: Harry Ackerman; Director: Jerry Hopper

LOOK HERE!

Secretary of State John Foster Dulles appeared as the first guest on NBC-TV's new "live interview-in-depth" series *Look Here!* Sept. 15, and, thanks to the interviewing skill of commentator Martin Agronsky, offered numerous personality-revealing issues. Mr. Dulles' opinions on free will versus determinism in the course of human events were brought out, as well as his views on the methods of modern diplomacy, the age-old "liberty or death" concept and the relaxation that can be obtained by a busy public official and his wife at an island vacation retreat.

Throughout the half-hour one could not help but be impressed by Mr. Agronsky's dexterity as an interviewer. He knew his subject and obviously understood the complexities of Mr. Dulles' job and life. But more than this, Mr. Agronsky managed always to remain polite, unobtrusive and subdued, never resorting to baiting, bullying or self-aggrandizement.

The sum impact of this initial *Look Here!* was two-fold: a television sketch of an important world figure was presented with clarity and fidelity; and Martin Agronsky, 1952 Peabody Award winner, again turned in a fine broadcast.

Production costs: Approximately $18,000.

Telecast sustaining on NBC-TV Sun 3:30-4 p.m. Started Sept. 15.

Producer: Robert D. Graff; Director: Richard Feldman

SALLY

The itinerant adventures of Sally and Myrtle form the basis of NBC-TV's highly improbable but generally amusing new comedy series about a brash salesgirl and a wealthy, pixilated society matron.

In the first show Sally (Joan Caulfield), a department store clerk, spots Mrs. Myrtle Banford (Marion Lorne) in the act of shoplifting. She covers up for the old gal and then eases her quietly out of the store. One word leads to another and Sally, sympathetic and knowing the lady only as "Mrs. Smith," offers her meal money and, finally, offers to share humble boarding house lodgings with Myrtle.

A newspaper ad placed earlier by the matron, seeking a traveling companion, catches Sally's eye and, before she knows it, car and chauffeur both are out front waiting —minus matron, of course. Obviously,

What's new at KOWH?

Nothing much—new ownership, but the same old rating story:

FIRST as usual.

Monotonous, isn't it?

Nope, we love it—and so do our advertisers.

Latest (July-August) Hooper shows KOWH first in the morning, first in the afternoon, first all day with 36.4% share of audience

For availabilities, check General Manager Virgil Sharpe.

KOWH, Omaha

Represented by Adam Young Inc.

NIGHTTIME
WSAZ-TV
DELIVERS 1000 HOMES
BETWEEN
7:30 and 10:30 P. M.
FOR $1.30

The second station's
cost per thousand
homes is $2.39
84% Higher

The third station's
cost per thousand
homes is $5.42
317% Higher

AND ANYTIME
WSAZ-TV delivers
ONE THIRD more
total homes than
both other
Huntington-Charleston
Stations COMBINED

Source: June 1957 ARB
All figures based on
260-time frequency

WSAZ-TV
CHANNEL 3
HUNTINGTON-CHARLESTON, W. VA.
N.B.C. NETWORK
Affiliated with Radio Stations
WSAZ, Huntington & WKAZ, Charleston
LAWRENCE H. ROGERS, PRESIDENT
Represented by The Katz Agency

CALL YOUR KATZ MAN

"Mrs. Smith" insists on going, too, and later explains her identity, with some humorously rewarding sequences.

Whatever *Sally* lacks in plausibility its writer seems to have made up in well-drawn lines of characterization, particularly that of the bird-brained matron. This is a strong point in itself but whether it will sustain Sally and Myrtle in their globe-trotting remains to be seen.

Production costs: $37,500.

Sponsored on alternate weeks by The Chemstrand Corp. (Acrilan Acrylic fibre, Chemstrand nylon) through Doyle, Dane & Bernbach and Royal Typewriter Co., through Young & Rubicam Inc., on NBC-TV, Sun., 7:30-8 p. m. EDT. Started Sept. 15.

Producer: Frank Ross

Director: William Asher; assistant director: Bud Brill; writer: Phil Shuken

EVE ARDEN SHOW

As a school teacher with a matrimonial eye on a fellow educator, Eve Arden kept *Our Miss Brooks* on radio and television for many years. Now it appears that Miss Arden has changed from hound to hare.

In the new *Eve Arden Show* she retains her delightfully dry humor, in portraying the role of a widow-mother-author all too easily terrified by life. Judging from the first program, Allyn Joslyn, as George Howell, her agent, is to be the pursuer. He's a good choice, possessing an urbane charm that matches Miss Arden's cryptic manner.

The first script was better than average for this type of situation comedy. There were times when one of Miss Arden's "twin daughters" was quieted when she started to explain that in "identical twins the seed is split off when . . ." Likewise, the other daughter unsuccessfully tries to tell about the old lady in the upper berth that wanted a drink of water. But most parents get the humor in this from their own embarrassing experiences with talkative youngsters.

One unhappy note is that the film has dubbed-in audience reaction, though in this show, the actual living room laughter will drown out much of that.

Production costs: $45,000.

Sponsored by Lever Bros., Shulton Inc., through J. Walter Thompson Co. and Wesley Assoc. Inc., respectively, on CBS-TV, Tues., 8:30-9 p.m. EDT. Started Sept. 17

Executive Producer: Robert Sparks

Producer: Edmund Hartmann

Assoc. Producer: Brooks West

Director: John Rich

WAGON TRAIN

NBC-TV's new adult western series, *Wagon Train,* has all the makings of good entertainment for the whole family. The continuing story of a group of pioneers traveling across prairies, mountains and deserts from Missouri to the Pacific provides a natural framework for the individual episodes. Use of different writers and stars each week permits a change of pace and the full-hour length gives time to develop characters as well as plot. Finally, the early evening hour is just right for all-family viewing.

The opening program, with Academy Award-winner Ernest Borgnine as a drink-sodden derelict whose accidental attachment to the wagon train and acquaintance with a "good woman" provide incentive and opportunity to fight his lust for liquor and regain his self-respect, sounded fine in advance. That it turned out to be the corniest kind of melodrama, whose characters were stereotypes rather than people, is no credit to writers William Cox and William Fay and director Herschel Daugherty.

Worse still, innumerable long shots of the wagon train moving slowly across a seemingly unending prairie and closeups of wagon after wagon fording the river induced boredom rather than suspense and evoked a reluctant conclusion that 45-minutes' worth of action had been padded with scenery to fill out the hour.

Given half a chance, Mr. Borgnine might have made a real person out of Willy Moran. But he was given no chance at all.

Ward Bond was believable as the hard but fair wagonmaster and Robert Horton looked the part of the scout but had little chance to do more in the first installment of the series in which they are continuing stars. Marjorie Lord, as the "good woman," was properly pure, if improbably friendly to a drunken bum; Donald Randolph and Andrew Duggan were thoroughly despicable as the treacherous wagonner and his brutal lieutenant; Beverly Washburn and Michael Winkleman were the cutest cute kids ever seen.

Production costs: Approximately $75,000.

Filmed by Revue Productions, telecast on NBC-TV, Wed., 7:30-8:30 p.m. EDT. Started Sept. 18.

Sponsored by Drackett Co. through Erwin Wassy, Ruthrauff & Ryan and Lewis-Howe Co. through McCann-Erickson, each sponsoring one-half on alternate weeks.

Producer: Richard Lewis.

Director: ("The Willy Moran Story") Herschel Daugherty.

Writers: ("The Willy Moran Story") William R. Cox and William Fay.

SUGARFOOT

ABC-TV's Tuesday night entry in the western sweepstakes is *Sugarfoot,* a series built around the character of Tom Brewster, handsome young sheriff who believes guns are for museums and law should be upheld with reason.

Will Hutchins is in the role of Brewster who takes a Jimmy Stewart approach to the problem of enforcing order in the Wild West.

In the premiere episode, "Brannigan's Boots," Brewster succeeds a sheriff (Brannigan) who was murdered. Inside the hour (less commercials), Brewster earns the name

Continues on page 108

WPST TV

WE'RE OPENING THE DOOR
TO SOUTHEAST FLORIDA'S
$2,000,000,000 MARKET

MIAMI FLA.

we're on the air!

TEN'S ON TOP — Right! On top of 1,453,800 people, representing 581,520 families.

TEN'S ON TOP — Right! On top of 32,428 retail stores, employing 72,269 workers with a payroll of $165,482,000.

TEN'S ON TOP — Right! On top of more than 1800 manufacturing plants turning out products from milady's chemise to monsieur's carport.

TEN'S ON TOP — Right! On top of more than 3 1/2 million tourists who visit Southeast Florida and Miami every year (more than 75 per cent of whom view TV during their stay).

PUBLIC SERVICE
TELEVISION
MIAMI,
FLA.

WPST TV

10
WPST TV

ABC NETWORK REPRESENTED NATIONALLY BY H-R TELEVISION, INC

FIRST TIME EVER!

GUARANTEED SEPARATION

All Announcements Will Be Separated From . . .

1. All other commercial announcements by time for one complete musical selection.*

2. All competitive announcements by at least 15 minutes.

*Except 10 second, quarter-hourly time signals.

NO RIGHTS RESERVED

This reproduction of our rubber stamp is not copyrighted and may be used by any radio station—and the more the merrier.

WOLF with many firsts to its credit assures radio advertisers and agencies adequate separation for their commercials. This is not a new policy with WOLF. It is the proven sales formula that has brought in consistent renewals through the years from pleased clients representing top national advertisers.

We never had it so good—why spoil it.

RATING for RATING . . .
RATE for RATE
in CENTRAL NEW YORK it's WOLF

National Sales Representatives
THE WALKER COMPANY

SYRACUSE, N.Y.

Support of National Tv Week

EDITOR:

I would like to thank you and your staff for the wonderful support that B•T gave National Television Week.

This year's observance demonstrated the tremendous potential the industry has for telling the positive story of television's contribution to the nation. I think that with the kind of help you are giving us we can have an even bigger and better Television Week next year.

Donald N. Martin
Asst. to the President in Charge of Public Relations
NARTB
Washington, D. C.

More on ASCAP-BMI

EDITOR:

As usual, I can only be impressed by the exhaustive documented job in your trenchant editorial analysis of the ASCAP-BMI squabble [B•T, Sept. 9], even though, in the traditional disclaimer language, I do not necessarily agree with your conclusions.

One stark economic truth that your factual material reveals is that the BMI license is a very poor dollar value for the broadcaster. ASCAP royalties are based on 2.25% of the gross after certain deductions. For all but the very smallest stations, BMI charges royalties of about 1.1% of the gross after similar deductions, or about half the ASCAP rate and, in other words, 33.3% of the broadcaster's royalty dollars.

Your figures show that for this fee BMI delivers 16% to 20% of the broadcaster's music. Based on these figures, the broadcaster is paying BMI just about double what it is worth based on the performance records. Obviously BMI should be getting only 25% of the ASCAP rate rather than 50% of it, if strict dollar-accounting methods are to be applied.

M. Robert Rogers
President
WGMS Washington, D. C.

EDITOR:

Let me, among no doubt dozens of others, congratulate you on the wonderful editorial regarding BMI and ASCAP.

I was with Fort Industry at the time BMI came into being, and I must say that it was one of the greatest things that ever happened, not only for the broadcasting industry, but for many other enterprises.

If there ever was a law that was slipped over on the American public, it was the law concerning ASCAP which went on the books in 1909, I think it was. If Sen. Smathers and others want to look into things, why not some others that need it far worse than BMI or ASCAP.

Nat L. Royster
Manager, Station Relations-Promotion-Advertising
WSVA-AM-TV Harrisonburg, Va.

EDITOR:

We compliment you highly on your in-

abc cbs

. . . for the famous industrial cities of NE Wisconsin and the WFRV — *Wonderful Fox River Valley!*

Aggressive and effective promotion
and merchandising for station clients.

With the highest antenna in 5 state
area, maximum power and popular
public service participations.

1165 feet above average terrain.

WFRVTV GREEN BAY

would be a favorite and influential station in Any market!

For any specific information or for market data on Green Bay and Wisconsin . . . and this station's convincing coverage of 1/3 of the State Geographical and Population . . . ask **HEADLEY-REED TV**

. . . or phone or wire

Soren H. Munkhof, Exec. V. P. & Gen. Mgr.
WFRV Building, Green Bay, Wisconsin

RESPONSIBILITY TO VIEWERS AND TO ADVERTISERS . . . WFRV-TV

The South's Greatest Salesman for 34 years

WWL

now welcomes his CBS sales partner

CHANNEL 4

WWL TV

NEW ORLEANS CBS

a new television force in New Orleans

now in its first month of selling to the South

see your Katz Representative for availabilities and data

formative and effective journalism dealing with the ASCAP-BMI issues.

Cy N. Bahakel
President
Cy N. Bahakel Stations
Roanoke, Va.

EDITOR:

Your editorial, "ASCAP's War on BMI" should be required reading for all broadcasters. I was intrigued, too, by the PLAYBACK article, "Disc Jockeys Music," written by Bernard Asbell for *Harper's* magazine. I never cease to wonder how the newspaper and magazine boys can always tell us how to run radio despite their own deteriorating situation. Probably by the same reasoning that ASCAP wants to tell us what we can do with BMI.

It's an established fact that the soap operas (which have done right well during the past 25 years) are written to appeal to the mentality of a twelve-year-old. The networks have never apologized for this, nor would anyone in his right mind claim that Lever Brothers and Procter & Gamble have wasted their money in sponsoring the soapers. The present generation now prefers music, so what's wrong about it?

Charles A. Sprague
General Manager
WMAX Grand Rapids, Mich.

Caught Spirit of Westerns

EDITOR:

I was delighted to see how completely B•T had caught the spirit of my article on westerns [B•T, Sept. 2]. I thought the illustrations were excellently selected. I admired the way in which your editorial know-how and layout skill helped to bring my ideas to life.

Dr. Ernest Dichter
President
Institute for Motivational Research
Croton-on-Hudson, N. Y.

Superb! . . . And Thank You

EDITOR:

The Bartlesville Telemovie story [B•T, Sept. 9] was superb!

Raymond F. Kohn
President
WFMZ-TV Allentown, Pa.

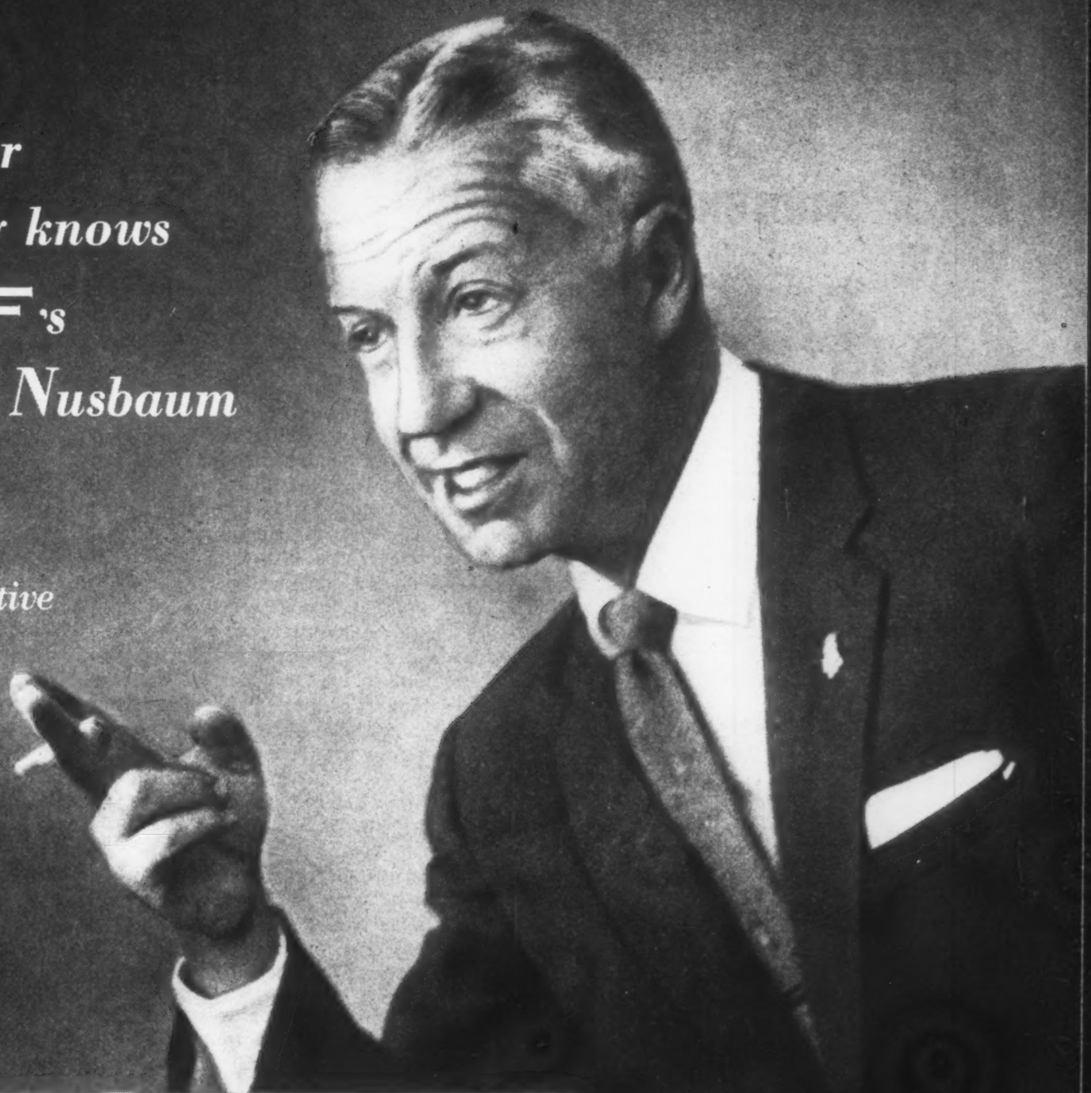
EDITOR:

I want to compliment you and Associate Editor Earl Abrams on the excellent coverage given the opening of Telemovies at Bartlesville [B•T, Sept. 9]. The issue has been read by our staff people with much more than usual interest, and the consensus is that you did a meticulously thorough job of wrapping up the many-sided story of TM at its inaugural.

Of course, none of us knows at this point how Telemovies will turn out or what impact they will have on the entertainment industry. But it's gratifying to know that B•T and other top trade publications are so keenly interested in our progress.

Henry S. Griffing
President
Video Independent Theatres Inc.
Oklahoma City, Okla.

in Rochester everybody knows WBBF*'s* *Mort Nusbaum*



...for 20 years
the most effective
salesman in town

WBBF

Mort's daily 7-10 a.m. show is just one of WBBF's BIG BUY features . . . just one of the reasons why WBBF has the "draw" power in Rochester

JOE DEANE
(daily 12:15-3:00 p.m.
6:15-8:00 p.m.)

Want to know more?...Call
VENARD, RINTOUL & McCONNELL, INC.
WBBF, Rochester, N. Y.

a star broadcasting station

WTLB, Utica • **WGVA,** Geneva

NICK NICKSON
(daily 3:00-6:00 p.m.
Sundays 5:00-7:30 p.m.)

PROFILE OF YOUR
KBIG
AUDIENCE

61%	30%	4½%	4½%
Adult Women	Adult Men	Teens	Children

MATURE . . .
MALE & FEMALE . . .
COMFORTABLY WELL OFF

THAT'S A QUICK PROFILE of the audience which rides the 740 spot of the Southern California radio dial, as analyzed in a new qualitative study by The Pulse, Inc.

FIVE YEARS OF WOOING with middle-of-the-road memory music, interrupted only by award-winning five-minute newscasts and easy-going but brief chats by matured announcers, have won an *adult, able-to-buy* audience for KBIG.

RENTAL GROUPS

45%	32%	14%	9%
$60 and Over	$50 to $59	$35 to $49	Under $35

Any KBIG or Weed man would like to show you the full picture.

KBIG
The Catalina Station
10,000 Watts
740 ON YOUR DIAL

JOHN POOLE BROADCASTING CO.
6540 Sunset Blvd., Los Angeles 28, California
Telephone: HOllywood 3-3205
Nat. Rep. WEED and Company

OUR RESPECTS

to Henry Untermeyer

TWO decades ago Henry Untermeyer made a decision: radio and CBS offered opportunity. Today, the six-foot general manager of KCBS San Francisco can review a career of activity and achievement and justifiably be satisfied his judgment was perfect.

Twenty years in his chosen field of endeavor have taken Mr. Untermeyer a long way: across the continent from his native New York (where he was born Jan. 9, 1915) to its West Coast counterpart, San Francisco; up the ladder of success from his first CBS job as a junior writer for *Phil Cook's Almanac,* weekday early morning program on CBS-owned WCBS (then WABC) New York, to his present position at KCBS (also owned by CBS). But they have never, except for a 1941-46 hiatus when he was occupied with more pressing duties, taken him away from radio, or CBS.

Henry Untermeyer's decision to make radio his life work came while he was still an undergraduate at Cornell U., where he was active in campus politics and on the *Cornell Daily Sun.* It was at that time that he formed the opinion which he still holds—that CBS programming is challenging, stimulating and outstanding. After his graduation in 1936, he served an apprenticeship in communications on the *New York Journal* and in the New York office of the *Philadelphia Inquirer.* But when, in 1937, the *Almanac* writing job opened up and he was given a chance at it, young Mr. Untermeyer showed no hesitation in leaving the world of print for that of radio.

For nearly four years he served in the WCBS program department as reporter, editor, producer and, finally, program operations manager. Then, in 1941, Lt. Untermeyer, U. S. Army Reserve, was called to active duty as aide to the general in command of the Second Corps Area. After a term as executive officer of the Second Service Command's army specialized training division, he was sent to command and general staff school at Fort Leavenworth. On graduation, Maj. Untermeyer completed his military career as Army radio public relations liaison officer on the staff of Admiral Chester Nimitz on Guam. His final assignment was making arrangements for the radio broadcast of the Japanese surrender to General MacArthur. In 1946, he was separated as a lieutenant colonel in the Army Reserve.

BACK at WCBS, as director of special features, Mr. Untermeyer decided that sales offered the best radio future for him, so he obtained a transfer to the station's sales staff. In May 1950, he became an account executive of CBS Radio Spot Sales in New York. Three years later he was appointed sales manager of WCBS He was named general manager of KCBS in June 1956.

All during his sales career, Mr. Untermeyer's background in programming stood him in good stead. While he was with CBS Radio Spot Sales, representing 13 radio stations, he developed a 15-minute five-days-a-week program, *Good Luck to You,* to advertise Lever Brothers' Good Luck margarine. The program was so successful that a similar show was soon started on WBBM Chicago, where it ran 39 weeks.

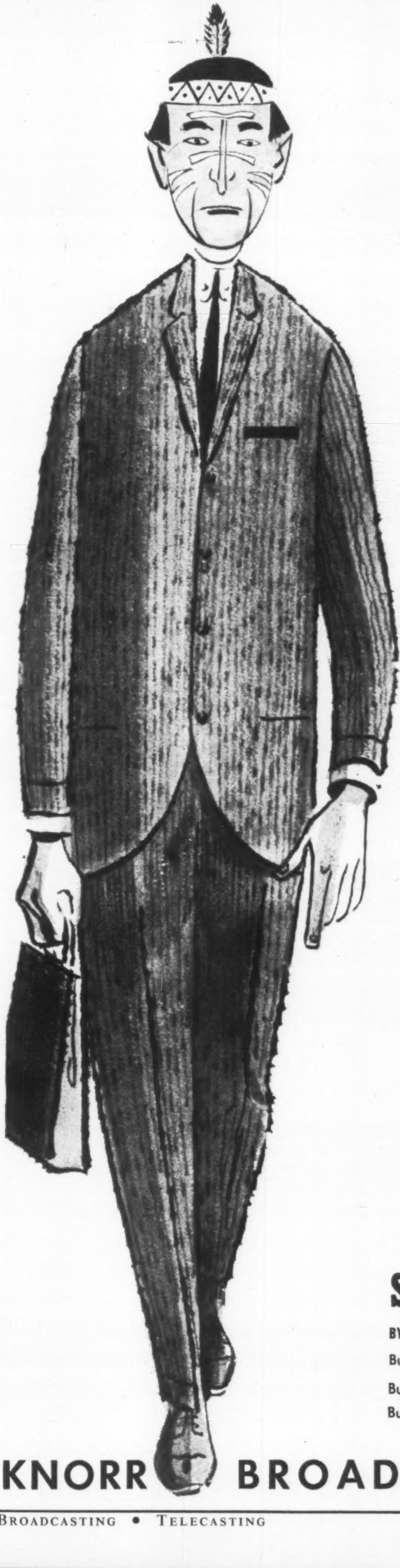
In San Francisco, Mr. Untermeyer is basing KCBS programming on the premise that a vigorous people want vigorous radio. "This live, vibrant city, the West's gateway to the world, needs and insists on a diversified program fare," he says. Under his supervision, KCBS concerns itself with art as well as sports, fine music of all times as well as pop tunes of today, interpretation and discussion of topics of special local interest as well as news coverage. Civic problems such as airport expansion, San Francisco harbor and transportation are among those which have been covered by KCBS' department of public affairs. Just yesterday (Sunday), KCBS launched a new 39-week half-hour series, *Classroom,* with area high school classes enacting before the microphones capsule reviews of regular classroom sessions.

Such programming pays off in advertising dollars as well as public praise, according to Mr. Untermeyer. "I firmly believe that the station that is listened to actively rather than passively will provide the advertising values of today and tomorrow," he says, "and KCBS is, above all, an active station."

Mr. Untermeyer's belief that a radio station should dig deep into community affairs does not stop at the microphone. Under his leadership, all KCBS personnel are encouraged to take an active part in the life of the community.

He has not permitted an overconcentration on serious community matters to the neglect of other interests of San Franciscans, however. KCBS carries an extensive schedule of sports broadcasts that covers golf and yachting and even archery, as well as all Stanford U. sports events. Mr. Untermeyer frequently can be found on Sundays refereeing polo matches in the city's Golden Gate Park.

He is a member of Sigma Delta Chi, national journalistic fraternity, the San Francisco Press and Union League Club, the San Francisco Advertising Club and the Sales Executives Club of New York.



TIME BUYER
Max So-Sioux-Me says:

"WKMH

HEAP GOOD BUY IN FORT DETROIT

WKMH make-um Detroit real Happy Hunting Ground with chief-size hunk of audience and lowest cost per thousand palefaces.* When Great White Father say "Buy Detroit," I make-um MY reservation on WKMH . . . best buy for your wampum in whole market! "

**According to PULSE — greatest share of audience, 12 to 12! lowest cost per thousand, at all hours!*

Save up to 15%

BY USING 2 OR MORE KNORR STATIONS

Buy 4 or 5 Stations . . . **SAVE 15%**
Buy Any 3 Stations . . . **SAVE 10%**
Buy Any 2 Stations . . . **SAVE 5%**

WKMH **Dearborn-Detroit**
John Carroll, Managing Director

WKMF
Flint, Mich.

WSAM
Saginaw, Mich.

WKHM
Jackson, Mich.
Jackson B'cast.
& Telev. Corp.

WELL
Battle Creek, Mich.
Southern Mich.
Broadcasters

KNORR BROADCASTING CORP.

FRED A. KNORR, Pres.
Represented by Headley-Reed

**NCS, updated to 9-1-57.*

There's more to Florida!

It's no mean trick to be a vacation paradise and a bustling business area at the same time, but Florida has turned the trick neatly. Especially Jacksonville, whose location makes it the center of a commercial "sphere of influence" far beyond state borders.

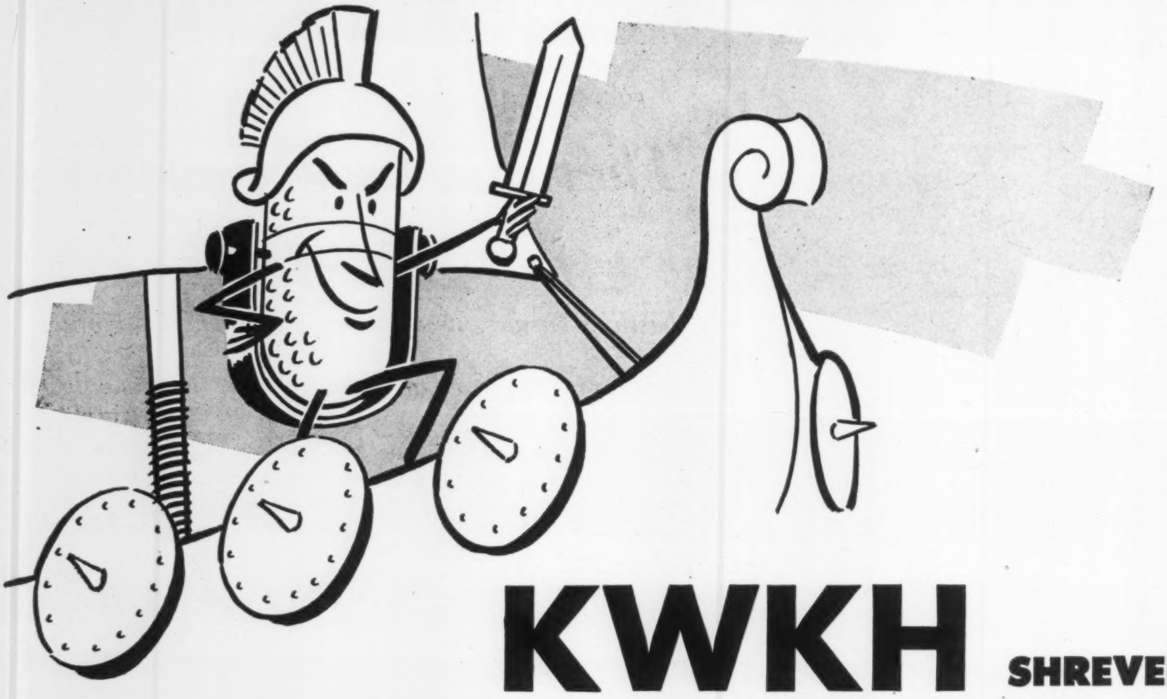
There's Georgia, for instance

...where no less than 34 counties are counted in the Jacksonville distribution area—and the WMBR-TV NCS coverage area. This area accounts for 17.1% of drug sales for the entire state of Georgia. Since WMBR-TV's area embraces 22.7% of total Florida drug sales too, all told the station "delivers" 20.6% of drug sales for Florida and Georgia combined—a tremendous market for drug advertisers.

and WMBR-TV, Jacksonville

is far and away the top favorite with the 304,000 television families in its 67-county area. In the "outside" area, according to NCS WMBR-TV has an eleven-to-one advantage over its competition. And within the Jacksonville metro area, the latest ARB shows WMBR-TV the favorite by almost five-to-one.*

WMBR-TV—Channel 4, Jacksonville
Operated by The Washington Post Broadcast Division
Represented by CBS Television Spot Sales

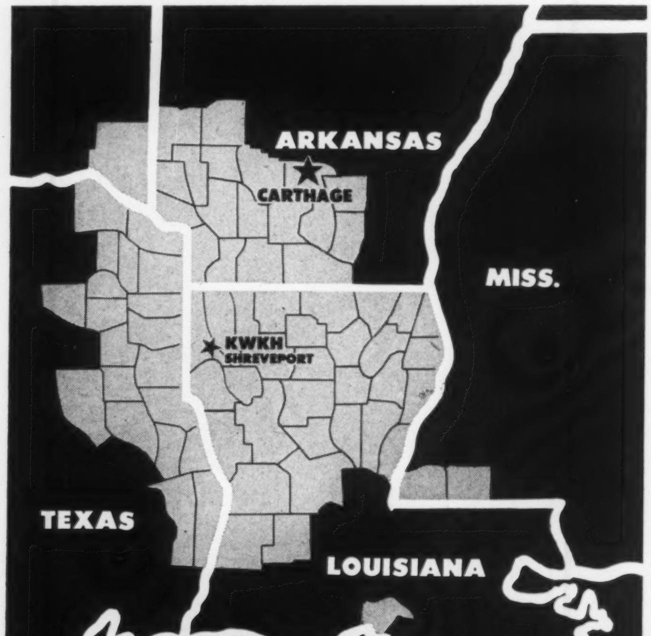


KWKH SHREVEPORT CONQUERS CARTHAGE!

Carthage, Arkansas, is one of *hundreds* of towns and villages in KWKH's 140-county Nielsen coverage area. KWKH's weekly daytime penetration is actually 221,600 radio families!

And right at home in Shreveport, KWKH is also a family institution! In Caddo Parish, KWKH reaches *50% more homes* weekly than does the second station.

KWKH is tops in Shreveport—tops *outside* Shreveport. Gives you more audience than all other Shreveport stations combined! The Henry I. Christal Co., Inc. has the facts.



KWKH Nielsen coverage map (NCS No. 2, Nov., 1956) showing counties with daytime weekly audience of 10% or more of total homes. Nielsen actually credits KWKH with measurable audiences as far distant as Luna County, New Mexico!

KWKH

A Shreveport Times Station

TEXAS
SHREVEPORT, LOUISIANA
ARKANSAS

50,000 Watts • CBS Radio

The Henry I. Christal Co., Inc. Representatives	Henry Clay Executive Vice President	Fred Watkins Assistant Manager

BROADCASTING
TELECASTING

Vol. 53, No. 13 SEPTEMBER 23, 1957

FCC ACTS ON PAY TV (SORT OF)

Plans to invite three-year test, but holds off until March 1, 1958

A bell rang for pay tv last week. But instead of a clanging call to action, the sound was a modest, hesitant clink.

- The FCC announced it has told its staff to draw up papers which would invite applications from broadcasters to try out pay tv on a limited, three-year, controlled basis. But even so, it emphasized, it couldn't promise that it would issue the order, or even grant an application if the order were issued. And, it was made clear, no grant would be made before March 1, 1958.
- The March 1 date, according to most observers, means that Congress can "take the ball," as FCC Chairman John C. Doerfer mentioned in his speech to the Radio & Tv Executives Society two weeks ago [B•T, Sept. 16]. Congress has been on the brink of intruding itself in the toll tv question for the last six months.
- Congressional reaction to the Commission announcement of intent was immediate and articulate. Both Sen. Charles E. Potter (R-Mich.) and Rep. Emanuel Celler (D-N. Y.), who have been in the forefront in opposing pay tv, demanded that a congressional hearing on subscription tv be convened early next year and that the FCC hold up any further action pending its outcome. Rep. Frank Chelf (D-Ky.), who has been one of the few on Capitol Hill favoring a tryout, applauded the prospective move.
- NARTB President Harold Fellows, at the first association regional meeting in Schenectady, N. Y., called on broadcasters to take a united and vocal stand against pay "schemes." He voiced the opinion that toll tv strikes a blow "at the very foundation of the American system of free broadcasting."
- Two plans for new subscription tv systems were submitted to the FCC early last week—Teleglobe's undistorted video over the air with audio via telephone lines, and Blonder-Tongue's reversed polarity method which envisages two programs on each tv channel, with the pay program activated via a telephone line cueing signal.

FCC MOVE PUTS PAY TV IN LAPS OF CONGRESSMEN, BROADCASTERS

Now it's up to the broadcasters—or to Congress—whether or not there shall be toll television.

That, in effect, is the meaning of the FCC's notice last week that it has issued instructions to its staff to draw up an order inviting applications to test subscription television.

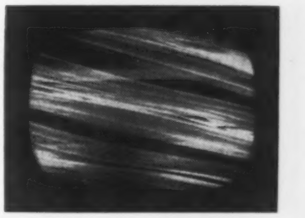
The cautiously-worded announcement of another halting step along the road to toll tv was issued late Wednesday afternoon, in order, it was understood, to forestall any stock market repercussions.

It reported simply that the Commission has instructed its staff to draw up documents "looking toward" authorizing a three-year test of pay tv and indicating that applications for this purpose would be accepted from "present or proposed" television licensees.

The tests, the Commission signified, would be limited in scope and applicants would have to submit "detailed" information and accept "controlled" conditions.

The pay tv picture . . .

STILL SCRAMBLED



- **Commission's notice indicates it will accept applications**
- **But it stresses it may not even act on such requests**
- **And it says it certainly won't act until March 1, 1958**
- **Allowing plenty of time for Congress to take the ball**

The announcement specified that last week's action is not to be construed as a commitment to adopt any orders or to grant any applications. In other words, the Commission warned that when the official order is before it, a majority may not be in favor of it. This situation might also be true when the time comes to consider the first application.

The Commission also emphasized that no application will be granted before March 1, 1958—five months away.

[For text of announcement see page 29].

The action was taken by five commissioners. Only one dissented, Comr. Robert T. Bartley. New Comr. Frederick W. Ford abstained.

Comr. Rosel H. Hyde objected to the contents of the notice of instructions issued last Wednesday.

According to an informed source, the ordering document should be ready for Commission consideration late this week or early next week. It is assumed a majority of the FCC will vote in favor of its issuance, although a wrangle is expected over some of the details.

The toll tv action came after two days of intensive consideration by the full seven-man commission. The commissioners met on the subject all day Tuesday and from 10 a.m. to almost 4 p.m. on Wednesday.

The vote, in a way, was surprising. Early last spring, when an internal proposal was made to invite applications from station owners for permission to broadcast scrambled signals, it was understood three commissioners were opposed. They favored a further hearing. These were understood to be Comrs. Hyde, Bartley and Mack.

The March 1 date for grants is considered especially significant. The FCC's authority to approve pay tv has been challenged by members of Congress and by other opponents, including broadcasters and theatre exhibitors.

Since the second session of the 85th Congress reconvenes Jan. 7, it is felt there will be plenty of time for Capitol Hill opponents to institute congressional hearings. This move, it is believed, would be sufficient to require the FCC to postpone action pending the outcome of congressional investigation.

Congress has before it two bills (HR 586 and S 2268) which would prohibit the charging of fees for the reception of telecasts; they were submitted during the past session of Congress by Rep. Emanuel Celler (D-N. Y.) and by Sen. Strom Thurmond (D-S. C.).

Last spring, Rep. Oren Harris (D-Ark.), chairman of the House Commerce Committee, personally raised a number of fundamental questions regarding the power of the FCC to authorize pay tv, even on a test basis. The main point of Mr. Harris' correspondence with the Commission is the agency's legal jurisdiction to take any action on toll tv. The FCC in its replies to the House Commerce chairman maintained that the legislative history of the Communications Act of 1934 and its predecessor law, the Radio Law of 1927, empower it to consider subscription tv as broadcasting.

Another question asked by Mr. Harris was whether the Commission felt it had adequate power to control the tests.

The exact meaning of the phrase "present or proposed" television stations, which the FCC used in its announcement, has been subjected to varying interpretations. It is understood from a reliable Commission source that this means the FCC will consider applications from newcomers as well as holders of licenses or construction permits. It was stressed that an applicant necessarily would have to apply for a regular broadcast operation, as well as for special authority to broadcast a scrambled picture. Thus, it was noted, such ardent pay tv sponsors as Zenith Radio Co., Skiatron Electronics & Television Corp., and International Telemeter Co., could apply for a station and if granted become a television station operator.

It was observed the Commission in last week's notice made no mention of any finding regarding the three competitive toll tv systems.

Two late starters in the toll tv sweepstakes, each filing proposals for the first time last Monday, the day before the Commission's scheduled meeting on the subject, were Teleglobe Pay-Tv Systems Inc. and Blonder-Tongue Labs (see page 29).

It also was pointed out that the Commission's intent apparently is not to foreclose any station from making any arrangements with any sources—whether or not it is a method already proposed or not even thought of yet.

For example, it was observed that RCA, parent of NBC, holds a patent on a toll tv system. This was patented several years ago by Dr. Vladimir K. Zworykin of RCA.

Most interest centered on the details of what the Commission may evolve as a "limited" test and the detailed information and controlled conditions to be established when the FCC's order is issued.

The limitations and controls mentioned by the FCC, it is believed, will relate to the number of hours stations will be permitted to broadcast toll tv programs and also the type of city in which an applicant will be permitted to operate.

Some suggestions have been made that tests be limited to non-network affiliated stations in a community with at least four stations. Another recommendation has been made that tests be limited solely to uhf stations.

There have been strong hints also that the Commission is fairly unanimous in opposing any situation where free television service will be blacked out by pay tv operations. This would indicate a ban on pay tv for one-station markets.

Last May the Commission indicated the general areas in which it was interested. At that time it issued a list of questions addressed to both advocates and opponents of pay tv. These, which give a line on its thinking regarding the scope and nature of the information it might require in applications for pay tv test authority, dealt with such questions as:

- Where the tests should be held.
- Whether the trial operations should be

NARTB GETS PAY TV RUNDOWN

Wired television is expensive to install—$100 per home—but it might gross $7.7 million a year in a city of 500,000, judging by an NARTB projection. It might, that is, if a lot of "ifs" were to turn out favorably.

A look into the economics of closed-circuit video by Charles H. Tower, NARTB employer-employe relations manager, was unveiled last week to broadcasters attending the Schenectady, N. Y., and Cleveland autumn regional meetings.

Taking a hypothetical Pay City as base, Mr. Tower offered figures covering a wired tv system after it has been in operation five years. Pay City has 150,000 homes in the city limits. Of these 142,500 (95%) are tv homes and 106,875 (75%) subscribe to the wired service.

The wire system of trunk and distribution lines (coaxial cable, overhead) cost $3,000 per installed mile, or $2,531,250 (based on 160 homes per street mile and strand-mile density of 175). Cost of tapoffs at $25 per home totals $2,671,875. Home equipment comprising 106,875 recorders at $50 each would run a little over $5 million. Use of a coin box instead of a recorder would change the home figure.

Facilities used in the system, including cameras and projectors, would run $175,000 or $1.64 per home, bringing total equipment investment to $10,721,875, or $100.32 per home. Additionally, the cost of getting started would be substantial.

Looking into operating costs, Mr. Tower cited these items—technical $460,938 a year, program (excluding product) $35,000, sales $200,000, general-administrative $600,000, depreciation (non-wire) $1,424,375 on a five-year basis, depreciation (wire) $506,250—a total of $3,226,563 or $30.19 per home.

Mr. Tower said revenue estimates were difficult but he offered data based on a price of 75 cents per movie and $1 for other program features such as sports events. The average home in Pay City has $5,500 income and spends $30 a year on movies and $12 on other admissions.

His projection showed an average $72.50 per home spent by the average family for its wired service, grossing $7,748,438. With cost as one-third of total intake, net revenue is $5,165,625. Deducting $3,226,563 operating cost leaves a profit of $1,939,062 before taxes or $18.14 per household. Return on investment after taxes is just under 10%.

Thad H. Brown Jr., NARTB tv vice president, said a survey of mayors in the first 100 cities, by population, plus 20 high-income communities, showed that 52% of the 81 replying cities have provisions in municipal codes for granting of wire franchises, with 40% having no provision. He said the council or board of aldermen in 74% of cities could grant such a franchise or permit, with five referring the matter to the state utility commission. A few require a referendum vote.

The survey showed 66% of cities would grant non-exclusive franchises, 29% indicating they would grant either exclusive or non-exclusive. As to length of franchises, 31% said optional, 11% said six months to 10 years, 13% said 11-20 years, 18% said over 25 years and 26% fixed an upper limit of 25 years.

Few cities now have wire-tv application forms; 33% would require posting of bond and 66% said municipal codes would provide a tax on such facilities. Four cities reported formal franchise applications pending and nine said informal inquiries have been made. Four cities have made grants, two of which are for community antenna systems.

Mr. Brown said most of the wired tv interest is centered in California and the Southwest. He said mayors are anxious to get any information NARTB can supply on the subject.

He summed up the problem this way: "Engineering costs are not as low as some promoters would have us believe, without running afoul of the FCC's standards and picture quality; a multitude of political and governmental bodies are involved, including the general electorate in Denver, for example; one of the toughest nuts to crack is the matter of program sources and allocation of income to them, and there is a great intrafraternal controversy between the promoters of wired circuit television re the method of charging and collecting charges."

A. Prose Walker, NARTB engineering manager, described operation of the three main types of wire systems—coaxial, open-wire ladder and g-string or single wire. He said weather could interfere with service on open-wire or g-string systems and pointed to their radiation problems. He conceded they can be highly efficient under certain operating conditions.

John E. Fetzer, WKZO-TV Kalamazoo, Mich., NARTB Tv Board chairman, said in a filmed talk that broadcasters should study threats to free television as well as possible pre-emption of tv channels by the military (see spectrum story, page 46).

confined to a single station or a single system in a community or without limitation as to number of stations or systems.

- The time required to commence full-scale pay tv operations, including production, distribution and installation of coding and decoding equipment.
- The maximum and minimum number of subscribers to make the tests meaningful.
- Whether the decoding equipment will be sold or leased to the public and the terms of such arrangements.
- The number of hours for pay tv, on a daily, weekly or monthly basis required to make the tests meaningful.

The action taken by the FCC last week was not wholly unexpected. Early last spring it was known that there was an impasse between those favoring this course and those holding out for further hearings [B•T, April 1].

The pay tv controversy began in 1949 when Zenith Radio Co. suggested that television was too expensive to be supported by the traditional broadcasting method of advertising sponsors. Zenith President Eugene F. McDonald proposed that a scrambled picture be telecast over the air, with a decoding key to be transmitted via telephone wires. Subscribers would be charged for this service. In 1951 Zenith conducted a three-month test of its Phonevision system of pay tv among 300 Chicago families and in the following year it officially petitioned the FCC to authorize toll tv on a commercial basis.

Zenith was shortly joined by Skiatron and ITC (the latter is a subsidiary of Paramount Pictures Inc.), and not long afterward by a number of uhf stations feeling the effects of the competition from vhf stations resulting from the FCC's unhappy 1952 decision to intermix vhf and uhf channels in the same markets.

In 1955 the FCC issued its first rulemaking notice on subscription tv, asking for comments on the various proposals before it.

More than 25,000 individual filings—ranging from bulky printed legal documents to post cards—poured into the Commission's files in response to this invitation. Aside from pleadings filed by parties of interest (broadcasters, proponents, theatre exhibitors), the preponderant volume was from the public. These indicated that the public was pretty well split in favor of and opposed to toll tv.

After several rounds of discussions, the Commission last May issued its list of questions seeking definite expressions of intent from interested parties. The answers were significantly disappointing to the Commission; some parties did not even submit replies.

Last week's action is the third by the FCC in the consideration which began two years ago.

HILL COMMENT ON TOLL ACTION: FROM POTTER, CELLER, CHELF

Taking cognizance of the FCC's announcement that it would accept applications from tv stations to operate on a trial subscription basis, two members of Congress last Thursday called on the respective Interstate & Foreign Commerce Committees to expedite hearings on pay tv when Congress reconvenes in January.

Sen. Charles Potter (R-Mich.) and Rep. Emanuel Celler (D-N. Y.)—both outspoken opponents of pay tv—were quick to comment on the Commission's action, while Rep. Frank Chelf (D-Ky.) praised the move.

Rep. Celler, author of a bill (HR 586) outlawing toll tv, said that a "study of the action taken yesterday demonstrates that the Commission has *not* authorized experimental pay tv. . . . It is particularly incumbent upon the Congress to take expeditious action at the early part of this next session to consider the entire matter. I am confident that once Congress undertakes such consideration, the FCC will defer a final decision in respect of experimental pay tv until Congress has resolved the problem.

"As the first step in congressional resolution of the matter, it is important that the House Interstate & Foreign Commerce Committee hold hearings as soon as possible on my bill which would make clear that spectrum space belonging to all people must not be utilized for tv at a price. This space should be in nobody's pocket.

"I must reiterate that authority of the FCC to authorize pay tv broadcasting on channels authorized for free tv is dubious at best. In addition, introduction of subscription television even on an experimental basis may bring in its train a number of disastrous consequences. These dangers, of which the Commission is well aware, contain such a grave threat to the public interest in television that no action authorizing even the experimental diversion of television should be taken without the express approval of Congress."

THE FCC'S NOTICE

Here is the text of the FCC's announcement last week that it had instructed the staff to draw up documents on toll tv:

"The Commission, at a special meeting on Sept. 18, directed preparation of a document looking toward acceptance and consideration of applications from present or proposed television stations requesting authorization to conduct trial subscription tv operations on a limited basis, for a period of three years, subject to the furnishing of pertinent detailed information and controlled conditions to be set forth in the document (Docket 11279). Applications will not be acted upon prior to March 1, 1958. This action does not constitute a commitment that any applications will be granted nor does this action constitute adoption of a final order. (Commissioner Hyde voted 'no' on the approval of this notice; Commissioner Bartley dissented; Commissioner Ford abstained from participation.)"

Sen. Potter, a member of the Commerce Committee, was in Cleveland Thursday to address the NARTB regional conference (see page 52). He said the FCC announcement "actually means nothing will be done" until Congress can act, since applications for pay tv operation will not be acted on until after March 1. He said Congress should make pay tv "our first order of business" and that he would ask the Senate Commerce Committee to adopt a resolution demanding that the Commission postpone any action until hearings can be held.

Recalling that he felt the pay tv subject is "clouding the electronic waters at a time of confusion over defense spectrum needs," Sen. Potter added: "This really stirs up the mud. This is like a little bit of pregnancy [in testing pay tv in a few, selected areas]. I violently disagree with the whole concept."

Rep. Chelf, who clashed with Rep. Celler once before on the subject [B•T, July 22], feels that the Commission's announcement is "a victory for the people" and is "long past due." He stated a test is necessary to find out if the American public will accept pay tv or "reject it completely."

Sen. Warren G. Magnuson (D-Wash.) chairman of the Senate Commerce Committee, reportedly is vacationing and could not be reached for comment. Sen. Strom Thurmond (D-S. C.), member of the Commerce Committee and author of a bill (S 2268) which would ban toll tv [B•T, June 17], currently is in Europe but has announced plans to push for passage of his bill early next January.

The chairman of the House Commerce Committee, Rep. Oren Harris (D-Ark.), said Thursday he would make a statement late Friday. Rep. Harris repeatedly has told the Commission he does not feel it has authority to authorize pay tv without prior congressional action.

TWO MORE PROPOSE SYSTEMS FOR BROADCAST SUBSCRIPTION TV

Even while the FCC was struggling with the controversial question of whether or not to make a move toward authorizing test operations of toll tv, two new systems were submitted to the Commission by newcomers to the subscription television arena.

One, submitted by Teleglobe Pay-Tv Systems Inc., proposed to broadcast the video portion of a telecast in the normal, unscrambled manner, while feeding the audio signal through telephone lines into the home. The other proffered by Blonder-Tongue Labs. Inc., Newark, N. J., suggested an ingenious method whereby two programs would be transmitted over the same channel with a key signal being transmitted over telephone lines to permit the second, toll tv picture to be seen and the first, free tv picture to be taken off the screen.

Teleglobe's method was principally conceived by Solomon Sagall, head of Scophony Ltd. during World War II. Scophony developed the tracer tube used in radar and other devices. Its American counterpart tied in with a number of motion picture producers, but after a Justice Dept. antitrust suit, signed a consent decree by which it disassociated itself from Hollywood interests. The American company became Skiatron Electronics & Television Corp., headed by Arthur Levey. Mr. Sagall established Telicon Inc. in the U. S. after the war. Telicon developed an intra-video master antenna system, used in apartment houses and for closed-circuit operations. Currently, Mr. Sagall is consultant on commercial tv to the governments of Peru and Israel.

The Teleglobe method, a patent for which is pending, separates the audio signal from the video at the station. The video signals are broadcast as usual over the air; the audio, however, is brought to subscribers over wire lines.

Teleglobe explained that the system eliminates the need for encoding and decoding devices at both the station and the receiver.

"The mute, or silent, picture can be viewed free by any member of the public," the Teleglobe announcement said. "[It] would unquestionably be tantalizing enough to induce the public to subscribe for the audio part and thus obtain via the pay tv service the complete video plus audio program."

A call for the audio portion of a television program would be conveyed via a switch attached to the audio wire leading to a separate speaker in the subscriber's home, Teleglobe explained. The entire billing process would be done at a central switchboard or box office, Teleglobe suggested. Payment could be by monthly fee or on a per-program basis.

Teleglobe emphasized that its sysytem would be cheaper and more efficient than other proposed pay tv methods.

The Blonder-Tongue system was dubbed "Bi-Tran" by its promoters. Blonder-Tongue is a manufacturing company which is active in the community television field.

Using what the company called "contraphase multiplexing," the system consists of simultaneously transmitting two video signals modulated on one carrier. "The effective modulation polarity of one video signal is switched back and forth at a rapid predetermined rate (frame, line or dot) relative to the other one," Blonder-Tongue explained.

For example, the company said, one signal, "A," is reproduceable on a standard receiver, while the second signal, "B," is not visible because of its reversed polarity.

The decoding signal, the company continued, can be sent to the tv receiver by any one of several means to activate the modified receiver so that the "B" picture becomes visible and the "A" picture disappears. One means would be via telephone lines.

The "Bi-Tran" system requires the modification of existing transmitters and receivers, the company explained.

It also, at this point, causes a reduction in contrast and brightness ranges, Blonder-Tongue declared, but not to a significant degree.

Such a system, the New Jersey company stated, would be established at a "fraction of the cost of a completely wired or coaxial cable system." There is no need to scramble the picture. The use of telephone lines also simplifies the billing problems.

Blonder-Tongue added that the proposed system still requires further development before it can be ready for commercial operation. The concept could, if adopted, it was pointed out, double the number of station broadcasts using the same number of channels as are available now. It also has military applications, the company noted.

In the more recent activity on pay tv the proposed use of wire lines to convey decoding or triggering signals and for billing

ADVERTISERS & AGENCIES

BBDO LOSES REVLON'S $8 MILLION

- **Warwick & Legler, LaRoche slated to gain extra billings**
- **Move, effective Dec. 31, affects half of advertiser's budget**

Revlon Inc., which just 19 months ago named BBDO, New York, to handle approximately one-half of its $16 million-plus advertising budget, is taking its products to other agencies, effective Dec. 31.

This is the largest slice of Revlon's billing, smaller amounts of which are handled by Warwick & Legler, C. J. LaRoche, Emil Mogul and Dowd, Redfield & Johnstone.

Revlon appointed BBDO early last year when the advertiser and Norman, Craig & Kummel disassociated their client-agency relationship that had lasted nearly eight years (including relationship with NC&K predecessor, William H. Weintraub agency). At that break-up, Revlon moved its billings into five agency shops, with BBDO getting the largest slice [B•T, Jan. 16, 1956].

The departure of Revlon from NC&K was marked by a difference of opinion. The agency claimed that some of the disagreement was over commission on talent. Revlon, however, flatly denied this assertion. The advertiser said it concerned a conflict of programs in that NC&K had taken on a new account, Speidel watchbands, which had contracted for a quiz program, *The Big Surprise* on NBC-TV. Revlon thought that program imitated its *The $64,000 Question.*

The Revlon-BBDO termination was treated with tight lips by the advertiser and agency, both officially labeling it as a "mutual agreement." BBDO earlier this summer resigned the $1.8 million Reader's Digest Assn. account because of a "conflict of interests" [B•T, July 22]. This occurred when BBDO was caught in the middle of a crossfire set up by *Reader's Digest* magazine with American Tobacco Co. (BBDO handles $17 million worth of American Tobacco products).

Revlon is an extremely successful advertiser with an estimated $11.2 million invested in television alone. For the first six months ended June 30, it is estimated that Revlon sales were over $47 million, with $4.5 million in earnings, compared to the like period of 1956 when its sales were over $40 million, showing earnings of about $3.8 million. In this period, Revlon gained 15.7% in sales; Avon, a competitor, gained 17.9%.

Though formal product reassignment by Revlon has not been made as yet, this is the way it looked last week:

- Warwick & Legler Inc., currently billing in the neighborhood of $16 million, 33% of it in radio-tv (active broadcast users being Jacob Ruppert Brewery and Ex-Lax Inc.), is slated to inherit practically all BBDO-assigned products except Satin-Set hair spray. Products include Touch 'n Glow liquid makeup, face powder, rouge, eye makeup, Futurama lipstick line, and frosted and plain nail enamels. Principal part of the $5 million in Revlon billing to be gained by Warwick & Legler will go for two CBS-TV network shows, *The $64,000 Question* (wholly sponsored by Revlon) and *The $64,000 Challenge* (shared with P. Lorillard Co. for Kent cigarettes through Lennen & Newell). Warwick & Legler may gain another $1 million in eventual Revlon billing—for three new products assigned to the agency several months ago, but on which no advertising has yet been placed. Though no staff has been assembled to take over the enlarged account, two people immediately concerned with preparing groundwork are Russell A. MacDonnell, vice president and head of the agency's drug-toiletries division, and William P. Warwick, son of President H. Paul Warwick and the agency's radio-tv director.
- C. J. LaRoche & Co. stands to gain Satin-Set and the forthcoming ABC-TV *Walter Winchell File* (on which BBDO will collect commissions from premiere date later this fall to the end of the year). Currently, LaRoche services the following Revlon products: Love Pat, Moon Drops, Clean & Clear, White Sable, Waking Beauty, Build Up,

REVLON'S AD RISE

Up, up and up. Like one of its *$64,000 Question* contestants, Revlon Inc. has been climbing steeper advertising expenditure plateaus by the year. Currently spending well over $16 million in advertising—averaging no more than 17.5% of its annual sales—Revlon's ad budget climbed slowly from 1950-53, then, like Topsy, just grew and grew. (Its hottest competitor, Max Factor of Hollywood, currently spends roughly $13 million, 50% in broadcast media.) In 1950, Revlon spent $1.8 million total; in 1951—$2.7 million; in 1952—$3.2 million; in 1953—$4.7 million; in 1954—$6.1 million; in 1955—$9.9 million and last year jumped to $15.5 million. Last year Revlon's network appropriations doubled from an estimated $2.5 million to about $5 million.

purposes has usually been subsidiary to other methods—on-the-air cueing signals, coded, IBM-type punch cards, or coin boxes. Actually, Zenith Radio Co., the first and principal toll tv proponent, calls its system Phonevision because its original concept visualized the use of telephone lines to transmit decoding information to the subscriber, and for billing purposes. In fact, when Zenith tested its system in Chicago in 1951, it was in cooperation with the telephone company.

NARTB'S FELLOWS RENEWS STAND AGAINST SUBSCRIPTION TV TRIAL

NARTB President Harold E. Fellows issued this statement on the FCC's pay tv announcement:

"Our association has contended, after a searching study of the history of the basic broadcasting statutes, that the FCC does not have the authority to authorize the introduction of pay television into the broadcast band. That is still our position. We believe that the Congress intended that the American people should receive broadcast programs without charge after purchase of sets.

"I note that the Commission has set March 1, 1958, as the earliest date that it will consider applications for so-called 'trial run' demonstrations of pay television. This will give the Congress, which will then be in session, and its committees an opportunity to express their feelings on this action, including their responsibility on the public interest aspect. I am quite sure that the Congress, directly representing people from this country, will have something to say about this position which would add millions and millions of dollars to the entertainment budget of the American people, mainly for programming similar to that which they have been receiving free."

JEWISH WAR VETERANS URGE BAN OF BROADCAST PAY TV

The Jewish War Veterans of the U. S. has condemned broadcast pay tv and asked Congress to think about limiting any powers the FCC may have to grant pay tv channels. Similar resolutions have been passed by the Veterans of Foreign Wars [B•T, Sept. 2] and AMVETS [B•T, Sept. 9].

Delegates to the JWV 62nd national convention in Boston last month passed the anti-pay tv resolution unanimously. Withdrawal of sports, theatre and entertainment events from free tv to pay tv would "seriously cut the overall entertainment value afforded without charge to the tens of millions of Americans families who have invested approximately 15 billion dollars in their television sets," the resolution states. Advertisers would find tv, under such conditions, unremunerative, it adds.

Free tv service in the public interest was "well illustrated" according to the veterans, when JWV, with other veteran organizations and the Defense Dept., undertook to publicize the Reserve Forces Act. Such facilities "could not be made available except by the continuation of the present television system," the resolution asserts.

JWV has urged Congress "to investigate, at once, the desirability of limiting any powers which the FCC may have to grant pay tv channels in order that the owners of tv sets may not lose the entertainment, information, public interest, educational and other programs which they now enjoy free."

Second Nature, Sea Island, Intimate colognes and Liquid Asset. Philip Cleland is LaRoche account supervisor and Jerome Roscoe and D. M. Marshman are the executives.

- Dowd, Redfield & Johnstone, currently handling consumer advertising for Silicare lotion and powder, sun bath oil and Thin Down, a reducing agent, Thursday did not know whether it would come in for some of the new Revlon products that were to have gone to BBDO. Executive Vice President Edmund F. Johnstone is Revlon account supervisor and Homer P. Metzger is account executive. Gene McMasters is vice president in charge of radio-tv.
- Emil Mogul Co., New York, which reportedly has been approached by Revlon to assume some of the new accounts, apparently has its hands full with two new products that already have been assigned. Additionally, it has the Revlon men's line (Top Brass hair cream and other products), Acquamarine line (shampoos and fragrances), Silken-Net hair spray and Hi & Dri deodorants. Richard Lockman, vice president and head of the agency's drug-toiletries-cosmetics division, is account supervisor.
- Noyes & Sproul, Revlon's agency for ethical advertising, does not figure in radio-tv, but services medicated Silicare and baby powder accounts (non-consumer advertising). Doug Brewer is account supervisor.

PARKSON, NEW HELMSMEN SET SIGHTS HIGH

Parkson Adv., New York, with a major new account in as of Oct. 1 and Ted Bergmann, a tv heavyweight, joining the agency as president, also effective that date, has its sights on additional major accounts, it was learned last week.

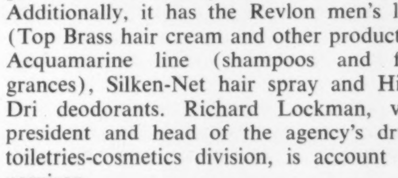
The agency, which will have about $20 million in billing, can be expected to be strong in television: Pharmaceuticals Inc. (which has bought out J. B. Williams) is ranked about 13th in the list of blue chip advertisers in network tv, and is the major account in the Parkson roster.

The expansion also will entail hiring of additional staff to meet the agency's needs according to Mr. Bergmann, who has resigned as vice president and associate director of radio and tv at McCann-Erickson, and who succeeds Edward Kletter, the newly-elected vice president and director of advertising at Pharmaceuticals.

Additionally, the Parkson Adv. board has elected Franklin Bruck, executive vice president, to chairman of the board.

Mr. Kletter, in addition to his above named posts, also will serve as a member of the executive committee.

Samuel L. Tedlow, executive vice president of Pharmaceuticals, formerly director of advertising, in addition to other duties, will direct his full efforts to overall functions of the corporation.


MR. BERGMANN MR. BRUCK

JWT: Interurban Growth May Alter Tv Networks

Current population trends eventually may require tv networks to re-examine their criteria for "must-buy" stations and may lead to greater efficiency for both tv and radio, J. Walter Thompson Co. suggested last week.

The suggestion was contained in a presentation to the New York chapter of American Marketing Assn. Thursday on the "Interurbia" study conducted jointly by JWT and Yale U. [B•T, April 29].

"Interurbia" is any interurban area which contains two or more metropolitan areas with two cities of 100,000 or one city of 100,000 and three cities of 25,000 or more, plus adjacent counties having less than 25% farm population and more than 100 people per square mile. The largest current one is the 600-mile urban strip from Boston to Washington, but the JWT study notes that 13 others are growing swiftly and predicts that by 1975 some 60% of the U. S. population and 70% of all retail sales will be centered in interurban areas. Currently, Interurbia accounts for almost half of the U. S. population and more than half of retail sales, although it occupies less than 4% of the nation's land area.

As Interurbia develops, the JWT study notes, many marketing, economic and social changes will result. The report expects that tv and radio "both may become more efficient, but for different reasons." It continues:

"Tv set ownership throughout Interurbia will increase to something close to the 90% that now exists in metropolitan areas. But tv network structures still lag behind the interurban development, due to their historical tie to individual markets. Thus an advertiser seeking saturation coverage of northeastern Interurbia would have to supplement his 10 network stations with several spot stations. Future network requirements for 'must-buy' tv stations may be related more directly to Interurbias.

"Radio's future welfare in Interurbia may rest in part on it becoming more and more a vehicle for news and music—an economical type of programming which could help keep costs competitive with tv. The degree to which smaller local stations within Interurbia are used will depend, as in the case of small dailies and weeklies, on the saturation required in the new areas which retailers are cultivating.

"The big unanswered question about tv in Interurbia is the speed with which the magic of electronic journalism will focus on community life, and paint it with possibly more intimacy than is now true of the printing press. Until that day comes, it seems reasonable to suggest that newspapers and radio will continue to perform a rather specific editorial function in Interurbia, while magazines and tv, of necessity, do a broader job."

NARTB TV AUDIT PLAN UNVEILED

Television's answer to competing media and to the cry of time-buyers for definite circulation data has come off the planning board.

One of the major achievements of media history was unveiled last week to delegates attending NARTB regional meetings in Schenectady, N. Y., and Cleveland. It consists of a tested plan to show the coverage of all tv stations in every county.

Five years of planning, committee meetings, conferences and field research have gone into the project. The industry's best brains have pooled their experience and skills to develop an audit that will show time-buyers the circulation they can reach by television.

The fate of the plan rests on the verdicts of NARTB's eight regional meetings. Member and non-member broadcast station delegates are getting a detailed rundown on the project at the meetings. Their combined judgment will guide the NARTB Television Board in deciding what to do about it.

The future of the plan, assuming board approval, will lie outside the association's hands within a few months. It is conceived as an all-industry project to be operated by a corporation entirely independent of NARTB. This corporation would be financed by broadcasters, perhaps with some form of agency-advertiser participation.

At last week's regional meetings the delegate interest took a practical turn as cost questions were raised. Thad H. Brown Jr., NARTB tv vice president, and Richard M. Allerton, research manager, answered numerous questions about how the project can be financed.

Total cost, based on an estimate by a leading research firm, would run about $1.2 million for the first year's work. This includes a shakedown pilot study. Revised data could be obtained in future years at considerably less expense.

Assuming, for example, that 60% of 450-odd tv stations participated in the circulation project, the average cost to each would be $4,500 for the first year. The range would be from $1,100 for a station with $100-$199 per hour one-time rate to $25,000 for a station in the top category. The $4,500 average applies to a station with a $600-$699 one-time hourly rate.

That's not very high, delegates were told last week, since a current quotation to provide similar data in only 10 counties for a single station runs from $3,000 to $4,000, or $14,000 for 40 counties.

Here is a summary of what the circulation audit would show:

1—Number of homes and tv homes in each county in a station's coverage area.

2—Individual station circulation figures for each county.

3—Number of households viewing each station on an average day and week.

4—The kind of homes served (one or more tv sets, uhf, color, sex and age breakdowns, children, ownership of home).

All this information, which will fill perhaps a two-pound volume in published form, will be gathered by telephone interviews. The most closely guarded secret of all is the interviewing technique, based on long testing at Paterson, N. J., and High Point, N. C. The final questionnaire was based on these field tests and by accuracy checks supplied by special meters attached to tv sets.

One of these days, when the circulation audit is off the ground, the secrets of the interview questionnaire will be unveiled. The technique is described as a solid advance in media research.

Here is the way telephone interviews will be used to show the United States television circulation picture. An estimated 1,900,000 telephone calls will be made to obtain 800,000 completed interviews. The sample will range from a minimum of 300 interviews in a county or paired counties to a maximum of 1,200 in the case of populous counties. This sample will range percentagewise from a fraction of 1% to 15-20% of total population of a county or paired counties. A total of 2,300 counties (with pairs, 2,700 counties in all) of the nation's 3,070 counties will be surveyed. The 300-odd unsurveyed counties are not believed to be of research significance. Counties will be paired in thinly populated areas.

Field work will cover a full year. When it has been tabulated, the circulation unit will be based on a minimum of 15 minutes continuous viewing on a channel during a day.

Since the telephone technique will be used in surveying, a sub-study will be conducted in non-telephone homes.

The recording meter used in checking questionnaire methodology was developed by Dr. Franklin R. Cawl.

The audit circulation project was launched in December 1952 at an NARTB Tv Board meeting. Three board members have served as chairmen of the committees that directed the preliminary work—Campbell Arnoux, WTAR-TV Norfolk, Va.; Clair R. McCollough, WGAL-TV Lancaster, Pa., and Robert D. Swezey, WDSU-TV New Orleans.

WHAT THE AUDIT WOULD REPORT

THIS is what the all-industry television circulation audit will look like, using mythical state and county symbols.

PART I

TELEVISION SET OWNERSHIP

BY STATE AND COUNTY

STATE	COUNTY	TOTAL HOUSEHOLDS	TELEVISION HOUSEHOLDS	PERCENT OWNERSHIP	PERCENT of TELEVISION HOUSEHOLDS		
					WITH MULTIPLE SETS	CAPABLE OF RECEIVING UHF	WITH COLOR SETS
ALFALFA	ADAMS	48,700	40,800	84%	4.6%	34%	0.6%
	POLK	13,900	8,480	61%	2.1%	16%	0.1%
	LINCOLN	21,200	18,190	86%	4.4%	62%	0.3%
	GRANT	140,400	120,000	85%	5.8%	10%	0.7%
	JEFFERSON	2,200	1,480	67%	1.2%	7%	*

*NEGLIGIBLE

PART II

STATION CIRCULATION INFORMATION

BY NUMBER OF TV HOMES

STATE – ALFALFA

COUNTY	STATION CALL LETTERS	AVERAGE DAY CIRCULATION	AVERAGE WEEK CIRCULATION
GRANT (120,000 TV HOUSEHOLDS)	WAAA	110,880	118,920
	WBBB	960	5,130
	WCCC	10,560	28,080
	WDDD	13,420	38,760
	WEEE	86,130	116,850

Information will be provided for the entire nation, except 300 counties lacking research significance.

PART III

INDIVIDUAL STATION CIRCULATION

(IN ALL COUNTIES SHOWING AVERAGE DAY CIRCULATION OF 100 UNITS OR MORE)

STATION WEEE

STATE	COUNTY	AVERAGE DAY CIRCULATION	AVERAGE WEEK CIRCULATION
WHEAT	CONIFER	420	1,680
	FIR	42,600	44,520
	BALSAM	30,410	33,480
	PINE	12,530	14,820
	CEDAR	52,640	56,730
	etc		
STATE TOTALS		240,610	284,720
RYE	ROSE	18,420	22,500
	ASTER	32,500	37,850
	BRUIN	41,360	45,620
	etc		
STATE TOTALS		239,910	335,680
TOTAL CIRCULATION		480,520	620,400

PART IV

INDIVIDUAL STATION : SPECIAL DATA

STATION WEEE

TYPE OF DATA	PERCENT OF STATION'S TV HOUSEHOLDS
Television Households having more than one TV set	6.0%
" " equipped to receive UHF signal	34.0
" " " " " Color	1.2
" " having adult males	91.0
" " having adult females	97.0
" " with housewife in age group 18-25 yrs.	5.1
" " " " " " " " 26-35 yrs	22.7
" " " " " " " " 36-50 yrs	35.2
" " " " " " " " over 50 yrs	37.0
" " with no children	49.0
" " with one child	18.8
" " with two children	16.5
" " with three children	8.7
" " with four children or more	7.0
" " owning home	56.5

FIRST AGAIN

in the entire area!

First we were first in metropolitan Richmond. Then we were first in ARB's 35-county Grade B area survey. And now ARB has conducted a survey covering *every single county in the 100-mv. area* of all 3 TV stations serving Richmond, Petersburg and Central Virginia. Here are the results of that survey.

Out of a weekly total of 490 quarter hours when 2 or more stations were on the air:

WXEX-TV was first in 49%

Out of 130 quarter hours from 7:30 P.M. to signoff:

WXEX-TV was first in 60%

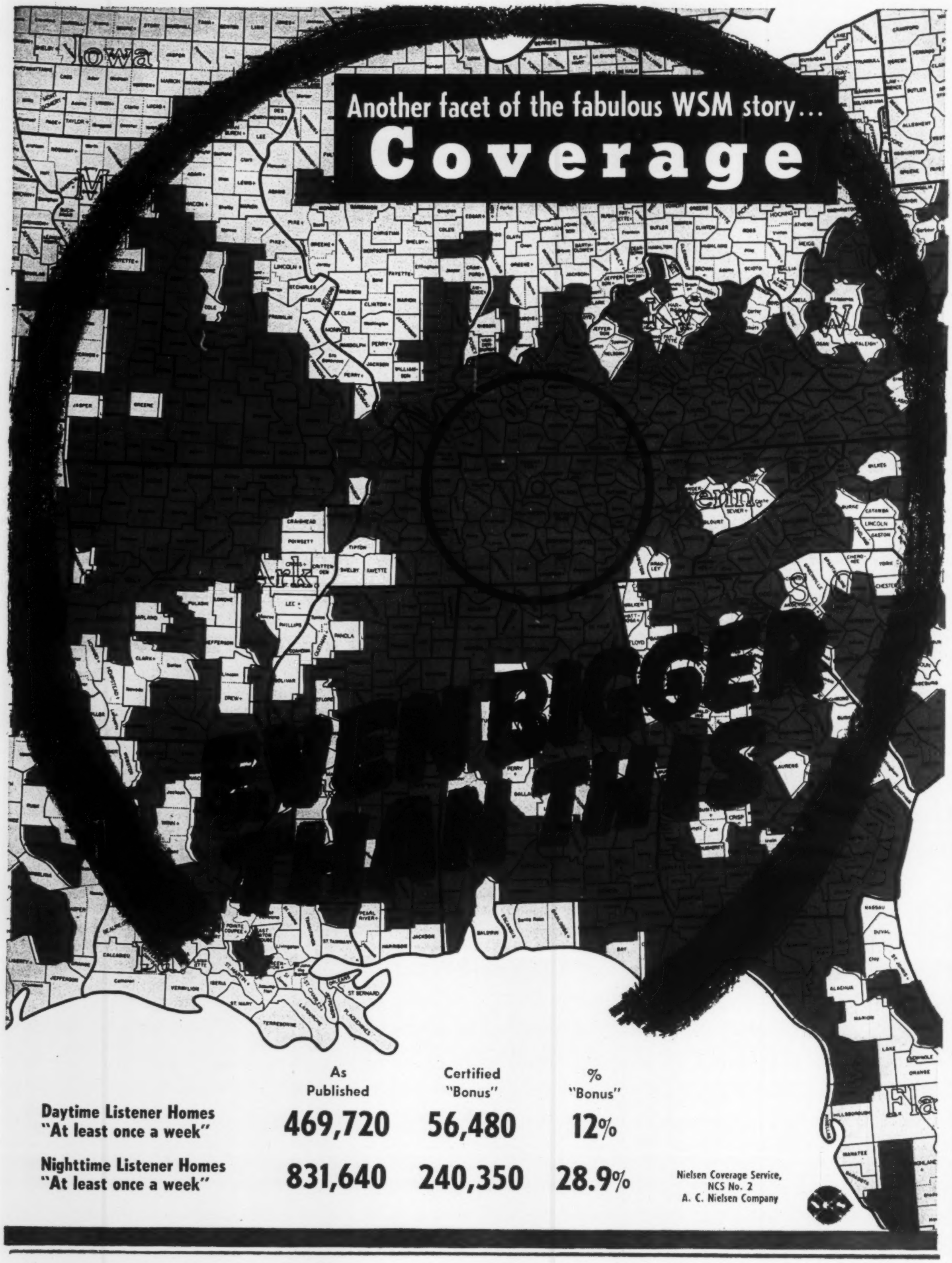
WXEX-TV

Tom Tinsley, President **NBC BASIC—CHANNEL 8** Irvin G. Abeloff, Vice Pres.

National Representatives: **Select Station Representatives** in New York; **Forjoe & Co.** in Chicago, Los Angeles, San Francisco, Seattle; **Clarke Brown** in Atlanta, New Orleans, Miami, Dallas

Another facet of the fabulous WSM story…

Coverage



	As Published	Certified "Bonus"	% "Bonus"
Daytime Listener Homes "At least once a week"	469,720	56,480	12%
Nighttime Listener Homes "At least once a week"	831,640	240,350	28.9%

Nielsen Coverage Service,
NCS No. 2
A. C. Nielsen Company

There is a difference…it's WSM radio

50,000 WATTS, CLEAR CHANNEL. NASHVILLE • BLAIR REPRESENTED • BOB COOPER, GENERAL MANAGER

Cox Named K&E Board Chairman; Miller Heads Executive Committee

Edwin Cox, vice chairman of Kenyon & Eckhardt, New York, was elected chairman of the board, replacing Thomas D'Arcy Brophy, retired. Donald C. Miller, senior vice president and co-director of account management, was elected to replace Mr. Brophy as chairman of the executive committee.

Mr. Cox has been with the agency since 1933 as a vice president, senior vice president and then vice chairman of the board. He began his career in advertising as a copywriter for A. W. Shaw Co., Chicago. After six and a half years he joined Celotex Co. as advertising manager. Two years later he moved to Lennen & Mitchell, New York, and three years later joined Young & Rubicam before he went to K&E.

MR. COX

MR. MILLER

Mr. Miller, a director of K&E since March 1952, has been a senior vice president since April 1956. He joined the agency in 1948 and was elected vice president one year later. Prior to joining the agency he was with Campbell-Ewald, Detroit, as vice president of its subsidiary, Motor Publishing Co., and vice president in charge of sales of Fuller Houses Inc.

12 Advertisers to Sponsor NFL Games on CBS-TV Regionals

Twelve advertisers have signed for sponsorship of the 1957 National Football League games to be broadcast on CBS-TV regional networks beginning next Sunday, according to William H. Hylan, CBS-TV vice president of sales administration. The network has divided its facilities into nine regional networks and five sub-regional networks and plans on certain days to telecast six games simultaneously from various parts of the country.

Sponsors, with agencies in parentheses, follow: P. Ballantine & Sons (Wm. Esty Co.) for New York Giants and Philadelphia Eagles; Marlboro Cigarettes (Leo Burnett Co.) for Giants, Eagles, Baltimore Colts, Washington Redskins, Pittsburgh Steelers, Detroit Lions, Chicago Bears, Chicago Cardinals, Green Bay Packers, Los Angeles Rams and San Francisco '49ers; National Brewing Co. (W. B. Doner & Co.) for Colts; American Oil (Jos. Katz Co.) for Redskins; Duquesne Brewing Co. (Vic Maitland Assoc.) for Steelers; Goebel Brewing Co. (Campbell-Ewald) for Lions; Speedway Petroleum (Doner) for Lions; Falstaff Brewing Co. (Dancer-Fitzgerald-Sample) for Bears, Cardinals and '49ers; Standard Oil of Indiana (D'Arcy Adv.) for Bears, Cardinals and Packers; American Petrofina (Taylor-Norsworthy) for Bears and Cardinals; Pan American Oil Co. (Jos. Katz Co.) for Bears and Cardinals and Pabst Brewing Co. (Norman, Craig & Kummel) for Packers.

Bond Stores Moves Radio-Tv Ads From Joseph Katz to New KM&J

The radio-tv advertising portion of the Bond Stores Inc. account will move to the new Keyes, Madden & Jones Agency Nov. 1, with KM&J handling all broadcast activities for the national clothing chain in all states but California.

The account, billing slightly less than $1 million (50-50 radio and tv, with emphasis on spot and newscasts), has been handled by the Joseph Katz Co., New York and Baltimore, since June 1956. Prior to that time, it was serviced by Biow-Beirn-Toigo and its successor, The Biow Co.

West coast radio and television placement is out of Compton Adv., Los Angeles. The clothing chain places all newspaper advertising direct.

The account had been supervised at the Katz Agency by David Hale Halpern, former senior vice president and general manager, who has left Katz to become senior vice president and general manager at KM&J. Mr. Halpern will be located in New York.

Studies Plumb Fm Ownership In Philadelphia, Los Angeles

Separate studies on ownership of fm radio sets in Philadelphia and Los Angeles, revealed last week, showed a definite correlation between fm homes and the income brackets of those homes. The Philadelphia survey also went into am radio and tv ownership.

Fm homes own more radio sets and listen to radio more than am-only homes, according to the profile of Philadelphia fm homes conducted by Audience Analysts Inc. The study shows that 30% of the radio homes in the market listen regularly to fm radio, with 38% of these radio homes owning one or more fm sets.

The study showed that fm users own fewer tv sets, three times as many color tv sets and twice as many portable tv sets, compared to all radio homes. There are 3.2 radios per fm home, with fm users having an average 1.2 fm sets, it was found. Am-only users averaged 2.5 radios per home. According to the survey, 92.5% of fm users own one or more tv sets compared to 95.8% in the case of am-only users. On the other hand, 28.5% of fm users have two or more tv sets compared to 20.5% for am-only users, and fm users have more color tv sets.

Fm homes average 4.3 hours of radio listening on an average weekday, 4.1 hours Saturday and 3.3 hours Sunday, it was

COLORCASTING

The Next 10 Days Of Network Color Shows (All Times EDT)

CBS-TV

Sept. 25, Oct. 2 (8-9 p.m.) *The Big Record,* Pillsbury through Leo Burnett, Kellogg through Leo Burnett, Armour through Foote, Cone & Belding and Oldsmobile through D. P. Brother.

Sept. 29 (9-10:30 p.m.) *Dupont Show of the Month,* Dupont through BBDO.

Oct. 1 (9:30-10 p.m.) *Red Skelton Show,* S. C. Johnson & Son through Foote, Cone & Belding and Pet Milk through Gardner Adv.

NBC-TV

Sept. 23-27, 30, Oct. 1 (1:30-2:30 p.m.) *Club 60,* participating sponsors.

Sept. 23-27, 30, Oct. 1 (3-4 p.m.) *Matinee Theatre,* participating sponsors.

Sept. 23, 30 (7:30-8 p.m.) *The Price Is Right,* Speidel through Norman, Craig & Kummel.

Sept. 23 (9:30-10:30 p.m.) *Eleven Against the Ice,* Timken Roller Bearings through BBDO.

Sept. 24 (8-9 p.m.) *George Gobel Show,* RCA-Whirlpool through Kenyon & Eckhardt.

Sept. 25, Oct. 2 (9-10 p.m.) *Kraft Television Theatre,* Kraft Foods Co. through J. Walter Thompson Co.

Sept. 26 (7:30-8 p.m.) *Tic Tac Dough,* Warner Lambert through Lennen & Newell.

Sept. 26 (10-10:30 p.m.) *Lux Show,* Lever Bros. through J. Walter Thompson Co.

Sept. 28 (8-9 p.m.) *Perry Como Show,* participating sponsors.

Sept. 28 (10:30-11 p.m.) *Your Hit Parade,* Toni through North Adv.

Sept. 29 (6:30-7 p.m.) *My Friend Flicka,* sustaining.

Sept. 29 (9-10 p.m.) *Goodyear Playhouse,* Goodyear Tire & Rubber Co. through Young & Rubicam.

Oct. 1 (8-9 p.m.) *Eddie Fisher Show,* Liggett & Myers Tobacco through McCann-Erickson.

Oct. 2 (starting 12:45 in originating city) *World Series,* Gillette through Maxon.

shown. Am-only homes average 3.9 hours listening on an average weekday, 3.3 hours Saturday and 2.4 hours Sunday. Fm homes average 4.3 hours of tv viewing weekdays, 4.6 hours Saturday and 5 hours Sunday. Am-only homes average 5.3 hours tv viewing weekdays, 5.8 hours Saturday and 6.1 hours Sunday, the survey revealed.

One middle-income bracket family in five in Los Angeles has an fm radio receiver, according to a survey of some 300 adults in middle-income homes made by the U. of Southern California's Department of Telecommunications.

The family income has a definite correlation with fm ownership, the survey disclosed, with fm sets found in one-eighth of the middle and lower-middle group homes. Dr. Kenneth Harwood, chairman of the Telecommunications Department and supervisor of the study, stressed the fact that the survey was confined to middle-income homes and admitted the probability that a survey of upper-income families would show a higher percentage of fm ownership.

Survey revealed that of the homes with fm radios (19.4% of those in which interviews were conducted), nine out of ten of the fm sets were in working order.

'LIFE' GOES TO A PARTY (ITS OWN)

By courtesy of NBC Radio, *Life* magazine went to a party Sept. 13 along with some 40 advertising agency executives, most of them "veeps" but all VIPs.

The luncheon affair was held at the Hunt Room of the Club 21 in New York, an eating place where the clientele usually is high-salaried and the cuisine rich. Occasion was a presentation at first hand of a radio show, *Life and the World* (NBC Radio, Mon.-Fri. 7:45-8 p.m.), that premiered July 29, is now 20% sold and will be 50% by Oct. 3. As its title indicates, the program, emceed by NBC's Frank Blair, covers the world's news fronts with the aid of NBC and *Life* foreign correspondents. The news people contribute to a feature dramatization of human interest and top news stories selected from the pages of *Life*.

Agency people, NBC Radio executives and *Life's* Alan Martin, assistant to the general manager, showed up as B•T gave exclusive coverage to how *Life* goes to its own party.

First of the VIPs who arrived a little after noon, were led to the bar and served luncheon by 12:30. Menu: clam chowder, sliced steak (or fish) and vegetable, mixed green salad, ice cream cake with sauce, coffee and cigars in two sizes. At approximately 1:30, after two transistor radios were awarded by Matthew J. Culligan, vice president in charge of NBC Radio (and host), taped portions of the program were heard; at about 1:45 Mr. Culligan addressed the assemblage; five minutes later a recording made by NBC's Moscow correspondent, Irving Levine, was played, followed by a live connection with London and then Bonn in West Germany.

VIPs at *Life*-NBC's party included (l to r) Gerald T. Arthur, vice president in charge of radio-tv programming, and Bernard Rasmussen, both with Fuller & Smith & Ross; Frank Blair, show's m.c., and Alan Martin, assistant to the general manager of *Life* magazine.

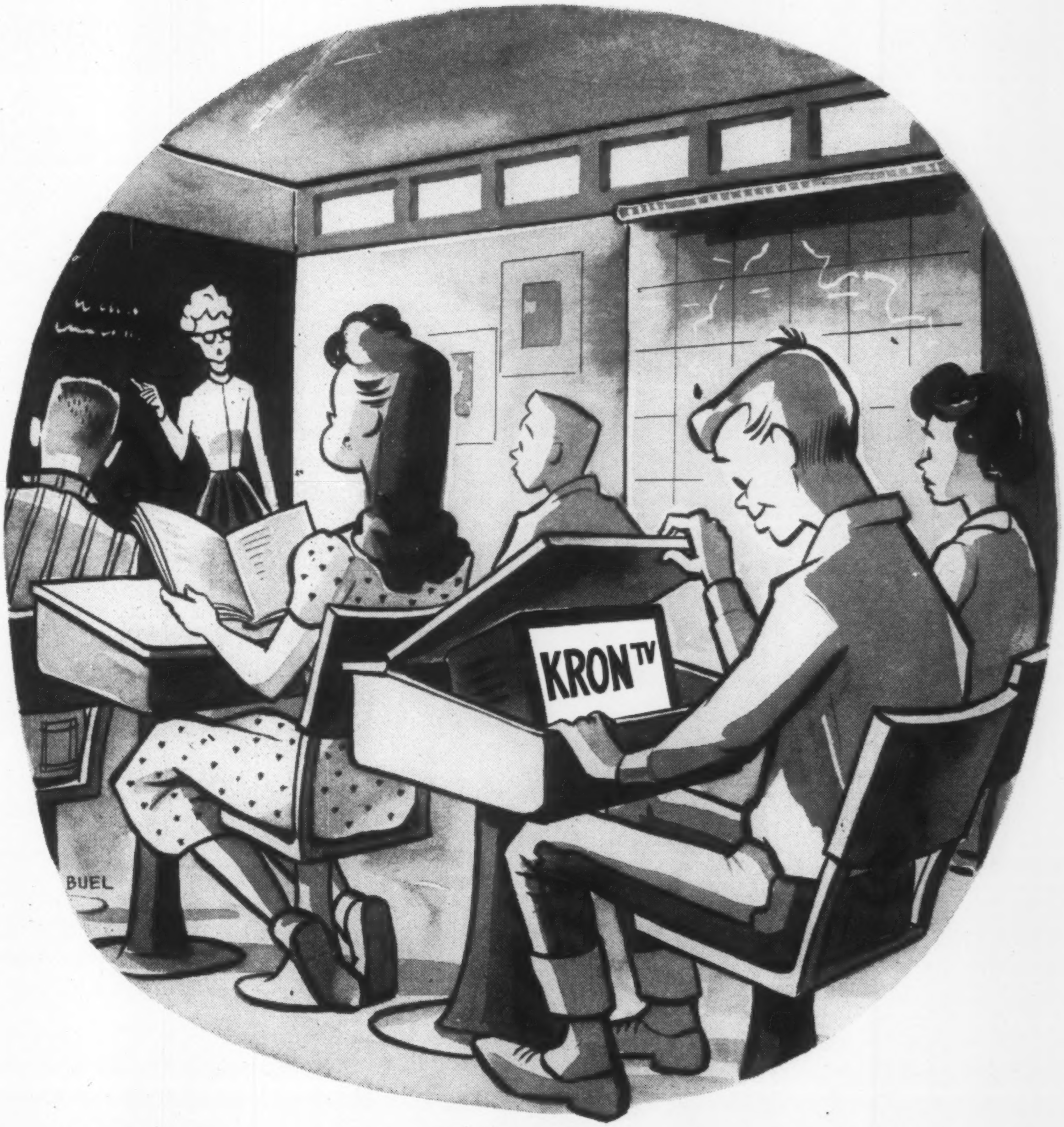
MORE VIPs at luncheon presentation (l to r): J. James Neale, vice president in charge of radio-tv, Dancer-Fitzgerald-Sample; Ed Cashin, BBDO vice president; Lansing Lindquist, vice president in charge of media, McCann-Erickson, and Tom McDermott, vice president in charge of radio-tv, N. W. Ayer & Son.

ROD ERICKSON, Young & Rubicam's vice president in charge of radio-tv, receives a transistor radio for guessing close to the number of onions (423) that "21" uses for martinis in an average day. NBC Radio Vice President Matthew J. Culligan hands over the radio. Watching: Norman Livingston of NBC.

JOHN McCARTHY of Doremus & Co. asks Bonn correspondents about the German national elections as NBC page holds mike. With them is Joe Casola of NBC.

IN the Hunt Room of Club 21 Lee Hall of NBC holds the attention of about 40 agency top radio-tv executives as she gives the facts about *Life*, NBC Radio and their program, *Life and the World*. Later, she joined Frank Blair and a few of the guests in talking directly with NBC and *Life* correspondents abroad. Mrs. Hall was the only feminine VIP to get in on the party.

KRON is TV in SF



San Franciscans are sold on KRON-TV

SPOT AVAILABILITY
"NIGHTMARE!"
Universal's Shock Series

S. F CHRONICLE • NBC AFFILIATE • CHANNEL 4 • PETERS, GRIFFIN, WOODWARD

Leo Burnett Co. Names McMahan; Drops One Account, Adds Another

Leo Burnett Co., Chicago, last week hired a key television executive and resigned one account while picking up another, both client changes effective around the first of 1958.

The agency announced the appointment of Harry W. McMahan, New York advertising consultant, as vice president in charge of tv commericals and member of its plans supervisory committee. Before opening his own office, Mr. McMahan was head of tv commercial production and the creative plans board of McCann-Erickson Inc. for three years. Previously (1939-1954), he was head of Five Star Productions, Hollywood.

At Burnett, Mr. McMahan, an author (*The Television Commercial* and *Television Production*, the latter to be published next month), will conduct seminars for the development of tv commercial copywriters. He is credited with having written more than 3,000 commercials.

Meanwhile, Burnett resigned Pabst Brewing Co.'s Eastside lager beer account, reported to involve about $1.5 million in billings in radio, tv and print media, effective Dec. 31. Norman, Craig & Kummel, which recently opened a Chicago office in the Merchandise Mart, assumed the bulk of the Pabst business (about $7 million) from Burnett last May.

The other account switch involves the U. S. savings bond account (newspapers and magazines only), which moves to Burnett from Foote, Cone & Belding sometime after Jan. 1, 1958. The public service project is conducted for the Treasury Dept. by The Advertising Council, with several other agencies involved.

Barricini Switches to Mogul, May Increase Use of Radio-Tv

Barricini Candies Inc., Long Island City, N. Y., a regional confectionery manufacturer and retail chain, expects to double its advertising budget within the next year and is thinking seriously of making much more use of radio and television.

That's the word from Irving Burstiner, sales manager of the New York-New Jersey-Pennsylvania-D. C. chain which has appointed Emil Mogul Co., New York, as its agency. Heretofore, the $300,000 account had been serviced by Milton Stern Co., New York.

Mr. Burstiner pointed out that the principal reason Barricini switched agencies was that it is embarking on an ambitious expansion program which, among other facets, calls for a push into New England. It settled on Mogul—after screening some 17 bidding agencies—because of that shop's track record in broadcast media. Mogul's radio-tv-conscious clientele includes Rayco Mfg. Co. (seatcovers), Revlon Inc. and Knomark Mfg. Co. (Esquire shoe polish).

Barricini has not made heavy use of radio-tv before. It has sponsored Jewish language programs on WEVD and WMCA, both New York, and at Christmastime runs tv spot campaigns in New York, Philadelphia and Washington.

TRENDEX

TOP 10 NETWORK PROGRAMS

Tv Report for Sept. 1-7

Rank		Rating
1.	*Miss America Pageant*	34.7
2.	*Gunsmoke*	25.2
3.	*Climax*	23.2
4.	*What's My Line*	22.4
5.	*Lawrence Welk*	22.4
6.	*Arthur Murray*	21.1
7.	*Playhouse 90*	20.3
8.	*Undercurrent*	19.9
9.	*Groucho Marx*	19.6
10.	*$64,000 Question*	19.5

Copyright Trendex, Inc.

NIELSEN

TOP 10 NETWORK PROGRAMS

Tv Report for Aug. 11-24

TOTAL AUDIENCE †

Number of Homes (000)

Rank		Rating
1.	*Gunsmoke*	12,574
2.	*Climax*	12,050
3.	*Playhouse 90*	11,889
4.	*Ed Sullivan Show*	11,687
5.	*20th Century Fox Hour*	11,445
6.	*United States Steel Hour*	11,203
7.	*I've Got a Secret*	11,203
8.	*$64,000 Question*	10,841
9.	*G. E. Theater*	10,680
10.	*Alfred Hitchcock Presents*	10,357

Per Cent of Homes *

1.	*Gunsmoke*	32.4
2.	*Playhouse 90*	31.0
3.	*Climax*	30.9
4.	*20th Century Fox Hour*	30.3
5.	*United States Steel Hour*	30.1
6.	*Ed Sullivan Show*	29.8
7.	*I've Got a Secret*	28.6
8.	*$64,000 Question*	27.6
9.	*G. E. Theater*	27.4
10.	*Alfred Hitchcock Presents*	27.1

AVERAGE AUDIENCE ‡

Number of Homes (000)

1.	*Gunsmoke*	11,768
2.	*I've Got a Secret*	10,317
3.	*$64,000 Question*	9,954
4.	*Climax*	9,632
5.	*United States Steel Hour*	9,511
6.	*20th Century Fox Hour*	9,229
7.	*G. E. Theater*	9,229
8.	*Undercurrent*	9,229
9.	*Alfred Hitchcock Presents*	9,188
10.	*Richard Diamond*	9,068

Per Cent of Homes *

1.	*Gunsmoke*	30.4
2.	*I've Got'a Secret*	26.3
3.	*United States Steel Hour*	25.6
4.	*$64,000 Question*	25.3
5.	*Climax*	24.7
6.	*20th Century Fox Hour*	24.5
7.	*Alfred Hitchcock Presents*	24.0
8.	*What's My Line*	24.0
9.	*G. E. Theater*	23.7
10.	*Undercurrent*	23.5

(†) Homes reached by all or any part of the program, except for homes viewing only 1 to 5 minutes.

(‡) Homes reached during the average minute of the program.

* Percented ratings are based on tv homes within reach of station facilities used by each program.

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BACKGROUND: The following programs, in alphabetical order, appear in this week's B•T tv ratings roundup. Information is in following order: program name, network, number of stations, sponsor, agency, day and time.

Climax (CBS-195): Chrysler (M-E), Thurs. 8:30-9:30 p.m.

G. E. Theatre (CBS-154): General Electric (BBDO), Sun. 9-9:30 p.m.

Gunsmoke (CBS-162): Liggett & Myers Tobacco, Remington Rand (Y&R), alternates, Sat. 10-10:30 p.m.

Alfred Hitchcock Presents (CBS-144): Bristol-Myers (Y&R), Sun. 9:30-10 p.m.

I've Got A Secret (CBS-198): R. J. Reynolds Tobacco (Esty), Wed. 9:30-10 p.m.

Miss America Pageant (CBS-131): Philco (BBDO), Sat. Sept. 7, 10:30-12 p.m.

Arthur Murray Party (NBC-103): Bristol-Myers (Y&R), Mon. 9:30-10 p.m.

Playhouse 90 (CBS-134): participating sponsors, Thurs. 9:30-11 p.m.

Richard Diamond (CBS-184): General Foods (Benton & Bowles), Mon. 9:30-10 p.m.

$64,000 Question (CBS-180): Revlon (BBDO), Tues. 10-10:30 p.m.

Ed Sullivan Show (CBS-174): Lincoln-Mercury (K&E), Sun. 8-9 p.m.

Twentieth Century-Fox Hour (CBS-133): Revlon (LaRoche) alternate, Wed. 10-11 p.m.

Undercurrent (CBS-162): Procter & Gamble (Y&R), Brown & Williamson Tobacco (Bates), Fri. 10-10:30 p.m.

U. S. Steel Hour (CBS-133): U. S. Steel Corp. (BBDO) alternate, Wed. 10-11 p.m.

Lawrence Welk (ABC-200): Dodge Div. of Chrysler Corp. (Grant), Sat. 9-10 p.m.

What's My Line (CBS-157): Helene Curtis (Ludgin), Remington Rand (Y&R), Sun. 10:30-11 p.m.

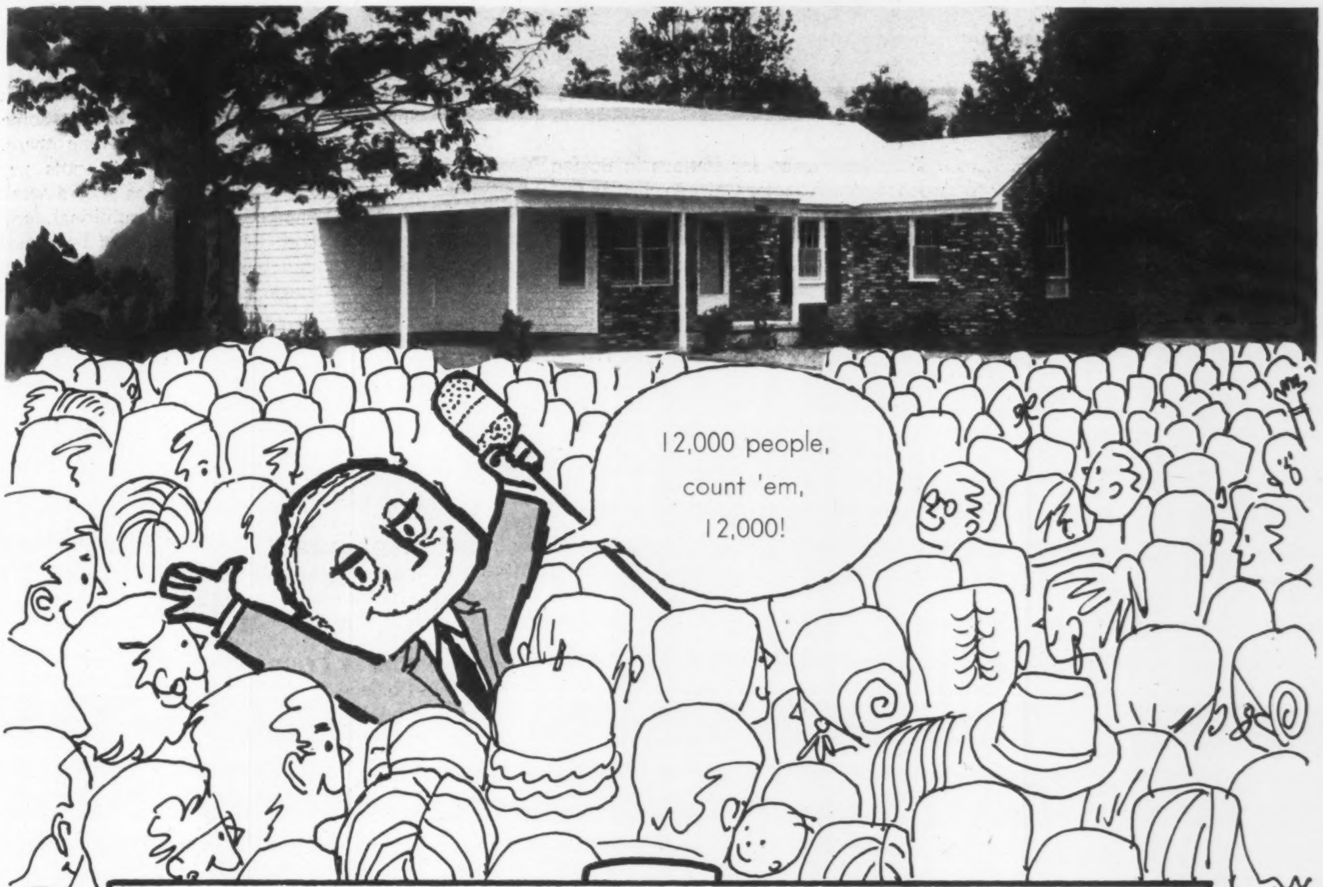
You Bet Your Life (Marx) (NBC-177): DeSoto (BBDO), Toni (North) alternates, Thurs. 8-8:30 p.m.

Longines-Wittnauer Expands 'Symphonette' to 55 Minutes

Longines-Wittnauer Watch Co., New York, is allocating more money to network radio by expanding its long-running *Symphonette* Sunday an additional 25 minutes. The series, on CBS Radio since March 13, 1949, now is heard Sundays, 2-2:30 p.m. Effective Oct. 6, it will run through 2:55 p.m., giving the network an estimated additional $150,000 in gross billing.

Negotiations for the expanded program were held for awhile because of the Sunday afternoon *Ford Roadshow* musical capsule with Rosemary Clooney, in the 2:30-35 p.m. period. CBS and J. Walter Thompson Co., Ford Div.'s agency agreed to move the program to 2:55-3 p.m. leading into a five-minute news show. The order is for an initial 24 weeks. Victor A. Bennett Co. is L-W's agency.

CBS Radio, meanwhile, noted an $8.8 million monthly sales record for the period Aug. 12 to Sept. 8 [AT DEADLINE, Sept. 16]. Among the advertisers ordering new programming are *Reader's Digest* (16 "Impact" segments, between Sept. 27 and 29 through J. Walter Thompson Co.) and Columbia LP Record Club (2 "Impact" segments, starting Sept. 22 through Maxwell Sackheim & Co.). Clairol Inc., through Foote, Cone & Belding, renewed a weekly "Impact" segment for 13 weeks beginning Oct. 19.



WMPS Dream Home,

promoted exclusively on station, draws spectacular crowds for advertisers

Larry Hewlett, vice president of Wallace E. Johnson, Inc., home builders, writes us: "Nearly everybody in Memphis and the Mid-South must listen to WMPS because it seemed that nearly everybody attended the Open House (including over 3,000 people who came in the rain on the final Sunday). Mr. Johnson, the president of our company, said **WMPS has accomplished in ten days what would normally have taken ten years. We have constructed thousands of homes and have had hundreds of model home showings, but nothing has ever compared with the unprecedented attendance during the WMPS DREAM HOME open house August 23 through September 1.**"

Successes like this show why WMPS has more local and national advertisers than any other station in the Mid-South.

Keep your eye on these Plough, Inc. Stations:

Radio Baltimore	Radio Boston	Radio Chicago	Radio Memphis
WCAO	**WCOP**	**WJJD**	**WMPS**

REPRESENTED NATIONALLY BY RADIO-TV REPRESENTATIVES, INC.

NEW YORK	CHICAGO	LOS ANGELES	BOSTON	ATLANTA	SAN FRANCISCO	SEATTLE
7 E. 47 St.	75 E. Wacker Dr.	111 N. LaCienga Blvd.	Statler Office Bldg.	217 Glenn Bldg.	110 Sutter St.	Tower Bldg.
MU 8-4340	FI 6-0982	OL 5-7597	HU 2-4939	JA 2-3872	GA 1-6936	EL 1868

BUSINESS BRIEFLY

WHO'S BUYING WHAT, WHERE

PRODUCT DEBUT • Lever Bros. Co., N. Y., for new Lucky Whip (whipped cream ready-mix), having tested product over past year in Grand Rapids, Mich., and Davenport, Iowa, understood to be getting set for introductory push. Initial drive gets underway middle of next month in approximately 20 markets. Agency: Ogilvy, Benson & Mather, N. Y.

BUDGET BOOST • Glamorene Inc., N. Y., having spent close to $950,000 in spot tv during first six months of 1957, has allocated another $1 million to its fall promotion budget on behalf of its rug and upholstery cleaners. According to Product Services Inc., N. Y., Glamorene agency, this now puts client in $2 million tv budget category. Manufacturer cut back tv advertising this summer in keeping with "slack season" for rugs. Agency is now looking for availabilities for 20- and 10-second announcements in some 90 markets.

KENT NEWS • P. Lorillard Co., N. Y., last Thursday launched 4½ week campaign of 219 five-minute newscasts on Mutual. Drive, on behalf of Kent cigarettes [B•T, Sept. 2], will use MBS newscasts at 7:30 and 8:30 a.m. and 8:30 and 9:30 p.m. on seven-day schedule. Other newscasts will be added to fill out each day's saturation schedule. Agency: Lennen & Newell, N. Y.

NEW AND RENEW • Four advertisers signed for new and renewed business on ABN daytime shows. Newly signed for Don McNeill's *Breakfast Club* (Mon.-Fri., 9-10 a.m.), are Kretschmer Corp. (Kretschmer wheat germ), Carrollton, Mich., one segment weekly for 52 weeks through George H. Hartman Co., Chicago, and Scholl Mfg. Inc. (Zino pads), Chicago, one segment weekly beginning this Friday through Donahue & Coe, N. Y. Sandura Co. (floor and wall coverings), Philadelphia, renewed its one segment weekly in *Breakfast Club* through Hicks & Greist Inc., N. Y. Foster-Milburn Co. (Doan's pills), Buffalo, N. Y. signed for one segment weekly of *Herb Oscar Anderson Show* (Mon.-Fri., 10-11 a.m.), effective immediately through Street & Finney, N. Y.

'TWENTY-ONE' PLUS ONE • Pharmaceuticals Inc., has renewed its sponsorship of NBC-TV's *Twenty-one* (Mon. 9-9:30 p.m.) for 52 weeks, effective immediately. Agency is Parkson Adv., N. Y. Pharmaceuticals Inc. also will sponsor network's new panel show *What's It For?* which debuts Oct. 12 (Sat. 10-10:30 p.m.).

RETURN TO RADIO • Josiah Wedgwood & Sons Inc. (China), division of Wedgwood & Sons Ltd., London, has enlarged radio allocations by entering seven key markets via "good music" stations. Wedgwood, a regular user of WQXR New York two years ago (its president, Hensleigh C. Wedgwood, recorded personal "fireside chats" to New Yorkers via WQXR's *Breakfast Symphony*), has signed for stations in Boston, Washington, Atlanta, Chicago, Dallas and San Francisco. Wedgwood reported it experienced sharp drop in showroom traffic after dropping WQXR campaign. Agency: St. Georges & Keyes, N. Y.

MORE NEWS • Pennzoil Co. of Calif., Los Angeles, renewed three-day-a-week sponsorship of *Bob Green and the News* (Mon.-Fri. 4:55-5 p.m.) on KHJ Los Angeles and Don Lee network. Agency: Killingsworth & Assoc., Los Angeles.

WEATHER PLUS • Atlantic Refining Co., Philadelphia, in addition to expanded use of tv weathercasts, also placing heavy saturation radio spot schedule starting Oct. 10 for seven weeks in about 85 markets through N. W. Ayer & Son, N. Y.

SCISSORS' SEASON • Ungar Electric Tools Inc., Los Angeles, for its Snippy electric scissors, buying participations in 32 markets in such children's programs as Associated Artists Productions' *Popeye* between Thanksgiving and Christmas. M. K. Kelson Co., Los Angeles, is agency.

BAKERS' 100 • Bakers Franchise Corp., N. Y., this week launches 100-market campaign on behalf of low-calorie Lite-Diet bread, franchised to bakeries coast-to-coast. Spot radio—30 one-minute and 30-second announcements—will be used as well as filmed one-minute tv commercials. Emil Mogul Co., N. Y., is agency.

ZERONE IN • E. I. du Pont de Nemours & Co. (Zerone), Wilmington, Del., to sponsor 30 five-minute weather programs and five segments weekly of Don McNeill's *Breakfast Club* (Mon.-Fri. 9-10 a.m.), on American Broadcasting Network. Reports will feature Andre Baruch and Bea Wain. Agency is BBDO, N. Y.

TARGET: HOMEMAKERS • Wrigleys Super Markets, Detroit, has bought some $160,000 worth of broadcast time there. Market will be target of 128 spots per week on four local tv stations, 120 a week on radio, blanketing three traditional food shopping days. Food stores have broadcast campaign underway in six other Michigan cities. Agency: Simons-Michelson Co., Detroit.

COFFEE BREAKS • W. F. McLaughlin & Co. (Manor House coffee), Chicago, has purchased saturation radio schedule (primarily spots but some newscasts) on 35 stations in central Illinois, Indiana, Wisconsin and Michigan. Bulk of schedule has been placed on WMAQ (11 five-minute newscasts, 27 announcements per week for 52 weeks), WBBM, WGN, WJJD and WIND, all Chicago. Schedules fluctuate over six-to-eight-week periods. Agency Earle Ludgin & Co., Chicago.

THREE CORRALLED • Colgate-Palmolive Co. and National Carbon Co., both N. Y., and Luden's Inc., Reading, Pa., signed as participating sponsors on ABC-TV's *Sugarfoot*, alternating with *Cheyenne* in Tues. 7:30-8:30 p.m. period. Colgate (Palmolive shave creams and after-shave lotions) agency is Ted Bates & Co. Luden's (cough drops) agency is J. M. Mathes Inc. National Carbon (Prestone anti-freeze and Eveready batteries) agency is William Esty Co., N. Y.

FOR ELVIS' LATEST • Metro-Goldwyn-Mayer, N. Y., for new Elvis Presley film, "Jail House Rock," plans making extensive use of radio and tv in mid-October. Campaign to be placed through Donahue & Coe, N. Y.

BUICK GUNS ITS SPOT • Buick Div., General Motors Corp., Detroit, launching heavy spot radio campaign in more than 60 markets in late October to promote new Buick models for one week. Agency: Kudner Adv., N. Y.

ACTIVITY

HOW PEOPLE SPEND THEIR TIME

THERE WERE 123,262,000 people in the U. S. over 12 years of age during the week Sept. 8-14. This is how they spent their time:

63.3%	(78,025,000)	spent	1,438.5 million hours	WATCHING TELEVISION
55.1%	(67,917,000)	spent	919.7 million hours	LISTENING TO RADIO
81.8%	(100,828,000)	spent	385.6 million hours	READING NEWSPAPERS
29.2%	(35,993,000)	spent	170.8 million hours	READING MAGAZINES
24.2%	(29,829,000)	spent	403.7 million hours	WATCHING MOVIES ON TV
46.1%	(56,864,000)	spent	237.9 million hours	ATTENDING MOVIES

These totals, compiled by Sindlinger & Co., analysts, Ridley Park, Pa., and published exclusively by B•T each week, are based on a 48-state, random dispersion sample of 7,000 interviews (1,000 each day). Sindlinger's monthly "Activity" report, from which these weekly figures are drawn, furnishes comprehensive breakdowns of these and numerous other categories, and shows the duplicated and unduplicated audiences between each specific medium. Copyright 1957 Sindlinger & Co.

* All figures are average daily tabulations for the week with exception of the "attending movies" category which is a cumulative total for the week. Sindlinger tabulations are available within 2-7 days of the interviewing week.

ticking 'em off!

clocking 'em off!

clipping 'em off!

wilkes barre
scranton

It all totals up to
64 out of 68 quarter-hour leadership
for WGBI from 7:00 a.m. to midnight
in the latest combined Pulse
for the Scranton-Wilkes-Barre market.

WGBI radio scranton wilkes barre

C B S RADIO AFFILIATE

Represented by **H-R** *Representatives, Inc.*

Mrs. M. E. Megargee, *President* • Richard E. Nason, *General Manager*

TV NETWORK BUYS AND BUYERS

The blue-chip advertisers picked the hot weather month of July this year to establish a few benchmarks in time buying on the tv networks. Subsequent data for the other summer months and the fall season this year should present a clearer picture on whether these developments are a trend or flashes in the pan.

This is what happened, according to a compilation based on Publishers Information Bureau data:

- The top 10 network tv advertisers each spent more than $1 million in gross time charges to achieve their ranking. This occurrence has been rare in the past.
- American Home Products (whose products fall in drugs and remedies, foods, household cleansers and polishes categories), which had been showing an upward climb in gross time billing in the 1956-57 season, took over the no. 2 spot.
- Lever Bros. (principally soaps, some foods) similarly continued on a rising curve, gaining the no. 3 spot, followed by Chrysler, which, during this past season, has maintained the top network tv ranking among the big three auto firms (Ford and General Motors are the other two).
- Toiletries advertisers that had toppled food advertisers from the top spot on the network tv timebuying totem pole in June [B•T, Sept. 2] did it again in July. This may be a temporary situation that will shift in subsequent months.

The top 10 in July were the same advertisers that appeared in the June listing. Six of the ten billed more in time charges in July than in June. These were American Home, Lever, Chrysler, R. J. Reynolds, Bristol-Myers and Ford. Of the remaining four, Procter & Gamble, unchallenged in network tv billing supremacy, was off just a shade; Colgate-Palmolive, which slipped from no. 2 to no. 5, was under its June total only by about $20,000; General Foods spent nearly $90,000 less, and Gillette (the toiletries no. 1 advertiser in the medium) was only about $9,000 behind.

The top 10 advertisers' impressive time billing on the networks in hot July was performed during a month when the networks grossed more than $38.8 million, a 2.8% increase over that month last year.

TOP TEN ON TV NETWORKS
JULY 1957

1.	PROCTER & GAMBLE	$3,997,734
2.	AMERICAN HOME PRODS.	1,603,605
3.	LEVER BROS.	1,577,390
4.	CHRYSLER CORP.	1,546,869
5.	COLGATE-PALMOLIVE	1,489,999
6.	GENERAL FOODS	1,245,353
7.	GILLETTE	1,230,754
8.	R. J. REYNOLDS	1,171,719
9.	BRISTOL-MYERS	1,070,953
10.	FORD	1,034,710

GROSS TV NETWORK TIME SALES BY PRODUCT GROUPS DURING JULY '57 AND JANUARY-JULY '57 AS COMPARED TO 1956

	July '57	Jan.-July '57	July '56	Jan.-July '56
AGRICULTURE & FARMING	$	$	$ 49,290	$ 390,219
APPAREL, FOOTWEAR & ACCESS.	40,796	2,051,901	143,003	1,695,005
AUTOMOTIVE, EQUIP. & ACCESS.	3,710,797	28,515,156	3,766,446	34,795,235
BEER, WINE & LIQUOR	696,915	4,453,748	583,487	4,060,393
BLDG. MATERIALS, EQUIP. & FIXTURES	206,950	3,008,906	187,079	2,058,232
CONFECTIONERY & SOFT DRINKS	389,003	3,752,827	387,464	5,607,649
CONSUMER SERVICES	383,289	2,603,049	322,911	1,293,904
DRUGS & REMEDIES	3,506,096	25,881,342	3,096,246	21,406,030
ENTERTAINMENT & AMUSEMENTS	40,746	62,814		
FOOD & FOOD PRODUCTS	7,142,527	57,135,359	7,318,096	50,873,503
FREIGHT, INDUS. & AGRIC. DEVEL.	10,304	10,304		
GASOLINE, LUBRICANTS & OTHER FUELS	50,160	1,458,750	212,238	2,463,873
HORTICULTURE		102,223	4,948	208,401
HOUSEHOLD EQUIPMENT & SUPPLIES	1,426,521	11,331,898	2,066,605	17,273,130
HOUSEHOLD FURNISHINGS	194,839	1,812,767	207,120	2,670,072
INDUSTRIAL MATERIALS	803,639	7,563,840	1,042,742	5,764,890
INSURANCE	457,523	3,763,766	364,949	2,581,100
JEWELRY, OPTICAL GOODS & CAMERAS	402,200	3,987,875	396,531	3,361,026
OFFICE EQUIPMENT, STATIONERY & WRITING SUPPLIES	234,041	1,793,985	274,075	2,435,702
POLITICAL				5,295
PUBLISHING & MEDIA	93,270	1,445,561	199,120	724,773
RADIOS, TV SETS, PHONOGRAPHS, MUSICAL INSTRUMENTS & ACCESS.	203,024	1,926,107	526,464	4,390,967
SMOKING MATERIALS	3,898,560	26,083,223	3,117,989	23,838,724
SOAP, CLEANSERS & POLISHES	5,780,550	39,719,408	5,364,063	34,055,920
SPORTING GOODS & TOYS	31,082	432,131	31,672	372,087
TOILETRIES & TOILET GOODS	8,242,954	56,177,850	7,773,948	47,643,322
TRAVEL, HOTELS & RESORTS	107,770	1,019,451	63,765	340,380
MISCELLANEOUS	758,542	3,384,062	104,454	1,805,185
TOTALS	38,821,094	289,478,303	37,604,705	272,115,017

Source: Publishers Information Bureau

LEADING ADVERTISERS IN RESPECTIVE GROUPS DURING JULY 1957

WILLIAMSON-DICKIE	$ 24,000
CHRYSLER	1,034,710
PABST	257,604
SHERWIN-WILLIAMS	80,685
AMERICAN CHICLE	165,926
AT&T	270,555
AMERICAN HOME PRODS.	1,501,239
HOWARD JOHNSON	40,746
GENERAL FOODS	1,245,353
STATE OF WASHINGTON	10,304
STANDARD OIL OF IND.	50.160
GENERAL ELECTRIC	448,831
ARMSTRONG CORK	110,664
U. S. STEEL	280,665
PRUDENTIAL	244.188
EASTMAN KODAK	218,220
SHEAFFER PEN	142,020
TIME INC.	93,270
RCA	66,564
R. J. REYNOLDS	1,171,719
PROCTER & GAMBLE	3,582,909
MATTEL	31,082
GILLETTE	1,230,754
GREYHOUND	107,770
BILLY GRAHAM	239,586

On Saturday
morning
in the
Nation's Capital . . .

Raleigh
DUZ
DECAF
COFFEE
Star Kist Tuna
BEANS
STANDARD
980
RCA VICTOR

WRC IS THE SPEAKER OF THE HOUSE!

On Saturday morning, WRC Radio commands by far the greatest share of Washington area audience. From 6 AM to 12 Noon, WRC averages a 20% share of the total audience . . . an 18% advantage over the second station.

WRC's Saturday morning lead can be a great advantage to *you*, too. For shopping is a *weekend* affair in Washington. Just as their menfolk do, a great number of *women* go to business through the week in the nation's Capital . . . a joint working effort that has boosted Washington's family income right to the top of the national averages.

This double-duty workweek means *double-duty shopping on the weekend.* And when the working family brings home the groceries on Saturday afternoon, chances are you'll find an abundant assortment of WRC-advertised products.

What goes on in shoppers' minds reflects what goes on WRC. To put your product in more weekend shopping bags, have WRC speak for *you* in the nation's Capital!

WRC·980

WASHINGTON, D.C. SOLD BY NBC SPOT SALES

Source: NSI Report, Total Station Audience—Washington, D.C., Area—July, 1957

MILITARY HUNGER FOR VHF BAND, PAY VIDEO BRIEFED FOR REGIONALS

- **Area NARTB delegates acknowledge threats to existence**
- **Other problems: Hill pressures, upcoming ASCAP contracts**

Television's commercial future is tied to two unknowns—military ogling at tv channels and toll program services—broadcasters of 14 states agreed last week at two NARTB regional meetings.

By Friday evening the 400-odd delegates at sessions in Schenectady and Cleveland had been briefed on the basics of spectrum problems (story page 46) and on both on-the-air and wired pay television (see page 27). Serving well over a third of the nation's population, the tv broadcasters at the two meetings conceded the threats to their technical and competitive existence had never been so severe.

Their collective headaches were prodded during the week by two other problems affecting both aural and video broadcasting:

- Mounting congressional pressures, and
- High cost of music copyright fees plus the danger that they'll get higher when new ASCAP contracts are written.

With both member and non-member station delegates in attendance, broadcasters started off their autumn series of regional meetings by taking constructive steps to meet two situations created by the industry's evolution:

- They heard and talked over the details of an all-industry tv measurement project—a uniform circulation audit unveiled after five years' preparation (story page 32).
- They reviewed recent technical progress in automatic broadcast equipment not yet in widespread use because of outmoded FCC regulations.

The tv circulation project breaks important new ground in the research field, but one important reaction remained after broadcasters had examined it:

- The all-industry tv audit faces a stiff fight, the same fight that helped wreck the old Broadcast Measurement Bureau—objection by some paying subscribers to circulation data covering non-subscribing as well as subscribing stations.

In the Cleveland discussion of subscription tv, a number of broadcasters questioned the authority of the FCC in its Wednesday decision to consider applications for subscription tv on a three-year trial basis. "Congress will have plenty to say about this," one delegate commented. Many said they figured the plan was so full of "ifs" that its hard to form any conclusions at this time.

NARTB, which officially opposes introduction of subscription tv in the broadcast band, is awaiting issuance of the FCC's formal report and order within the month before deciding what steps to take. It's interested in who will be eligible to apply for a test grant and is concerned over the possibility of hearings in each community. The association figures pay tv has won a battle, at this point, but there's a lot of decision-making and experimenting yet to come.

There wasn't any consensus on the impact of the FCC's action on wired tv projects such as that at Bartlesville, Okla. An NARTB roundup of mayors shows wired tv applications for wiring franchises in these cities—Tulsa, Okla. (2); Lubbock, Tex. (5); San Diego, Long Beach, Los Angeles and San Francisco, in California; Houston and Dallas, each with several applicants, in Texas.

The association figures aural broadcasting has a big stake in wired tv inasmuch as Bartlesville and some projected services plan sound as well as video programming.

Thad H. Brown Jr., NARTB tv vice president, was first to alert delegates to the danger of military inroads into the vhf and fm bands, and possibly uhf as well.

Sen. Charles E. Potter (R.-Mich.), member of the Senate Commerce Committee, brought the Cleveland meeting his assurance that efforts will be made to find out what government agencies are doing with their spectrum space and to relate defense needs to the service provided by free broadcasting (story page 52). His criticism of paid tv and support of radio-tv coverage of public proceedings were welcomed by delegates.

The sounding of alarms about the potential military inroads on broadcast frequencies followed warnings first given last spring by B•T. The recent speedup of the guided missile and space weapon programs at the Pentagon could support the oft-voiced view that spectrum crowding is now a serious problem and indicate the need for broadcasters to protect their assignments.

A lot of attention was given pay tv, both wired and on-the-air, at last week's meetings and the discussion will be continued today and tomorrow at the third regional meeting in Asheville, N. C. (see story page 52).

NARTB President Harold E. Fellows said broadcasters are defending themselves "against a system of television which would alter considerably if not destroy our whole philosophy of free broadcasting in the United States—not only in television but conceivably in radio as well."

The solution, Mr. Fellows said, lies in improved broadcast service and "diligence in telling the public what we are doing." He added, "If we are divided, or we stand mute, our future will be dictated by outside forces."

A detailed outline of the music copyright problem was given by Vincent T. Wasilewski, NARTB government relations manager. He said the issues were summed up in graphic fashion in the Sept. 9 B•T. First disclosure that NARTB will support an all-industry move to negotiate on a common footing when the ASCAP radio contract expires next year came at the Tuesday morning radio meeting in Schenectady. A committee is likely to be set up next year, paralleling an all-industry committee that is handling negotiation of the ASCAP television contract.

The Schenectady meeting adopted a resolution urging broadcasters to inform Congress and the public of the actual music copyright facts because of "misinformation and lack of understanding."

This was the only resolution of industry significance adopted there.

Detailed explanation of the tv circulation audit project brought a lot of favorable comment and agreement that NARTB had done a notable job of developing a method showing where sets are and what stations provide them with signals.

But signs of trouble developed quickly at Schenectady over a problem that haunted the old Broadcast Measurement Bureau some years ago. The problem—Should the

RADIO: $794 MILLION BY 1965

Radio advertising expenditures in 1965 should reach an estimated $794 million, assuming the medium holds its present share of the media dollar, according to Charles H. Tower, NARTB employer-employe relations manager.

In a review of radio economics at the Schenectady, N. Y., and Cleveland NARTB regional meetings last week, Mr. Tower said radio's advertising share in 1945 was 14.8%, or $420 million, but in ten years the share had dropped to 5.9% while total radio income rose to $539 million.

The 1965 radio figure assumed the national economy would continue on its upward trend with no marked changes in radio listening habits and no substantial changes in the competitive media picture.

Profits of the radio industry amounted to $83.6 million in 1945 but dropped to $68.2 million in 1950 and $46 million in 1955, he said. The 1955 profit margin of 10% was down, but, he said, "Many industries would be happy with half this margin." In the current decade the largest percentage decline in profits occurred in the medium-sized station group, with small stations showing less decline and large stations having the smallest profit decline.

"Radio is still a good business measured by most standards," Mr. Tower said. "This entire story is a picture of an increasingly competitive industry." He recalled that total advertising expenditures in 1945 amounted to $2.87 billion, 2.4% of the amount spent by consumers for goods and services. The figure had tripled by 1955, reaching $9.19 billion, or 3.6% of the money spent on goods and services, and 1965 advertising will total $13.6 billion if the spending rate continues.

The "JAXIE" Station . . .

HAS THE TOP PROGRAMS TO SELL THE SOUTH'S BOOMING 1½ BILLION DOLLAR MARKET

WARNER BROTHERS MOVIES
Feature films for family viewing . . . top stars and stories

12
WFGA-TV
Program
Schedule

POPEYE PLAYHOUSE
Programmed in a late afternoon week day strip with Skipper Al and young viewer-guests on each program

THE SILENT SERVICE
Thrilling stories of our submarine combat patrols in World War III Sundays at 6 P.M.

TWENTIETH CENTURY MOVIES
Another complete feature film library more great stars and stories!

HIGHWAY PATROL
Action a-plenty . . . plus built-in ratings! Tuesdays at 9:30 P.M.

WFGA-TV
Channel
12

NEWS - WEATHER - SPORTS
Complete fast coverage of all local and regional events by a well-staffed, well-equipped experienced department.

ROMPER ROOM
Young America's favorite . . . approved by Mothers, too! 9:00 A.M. week days for a full hour with Miss Penny.

Plus basic NBC affiliation

WFGA-TV Channel 12 · Jacksonville, Florida

PETERS, GRIFFIN, WOODWARD, INC.
Exclusive National Representatives

WFGA-TV
CHANNEL 12

FLORIDA'S COLORFUL STATION!

circulation report show the coverage of stations that don't subscribe to it?

First to raise this point was C. Wrede Petersmeyer, Corinthian Broadcasting Corp., and a member of the NARTB board. He asked if it would be fair to give a nonsubscriber the benefit of the audit. Sam Cook Digges, WCBS-TV New York, questioned the value of a circulation audit that didn't list all stations. Mr. Fellows explained that while he was making no effort to "sell" the audit, he felt there was a serious need for one authentic system that agencies would accept.

Only a score of tv station delegates were in the meeting room when the circulation project was outlined at Schenectady Tuesday morning.

A concurrent radio session was well attended and drew spirited discussion. John F. Meagher Jr., NARTB radio vice president, and other staff officers led the discussion. Donald N. Martin, NARTB public relations assistant to the president, said 128 million radio sets are in use, plus 35 million auto sets, with 104 new am and fm stations having gone on the air this year. A lot of the radio delegates figured the lively radio meetings typified the renewed vigor of aural broadcasting.

In aural-video public service discussions, Mr. Martin said the broadcasting industry allocated $200 million in free time to this type of programming. Frederick H. Garrigus, manager of NARTB organizational services, told broadcasters how to cope with the flood of free-time requests they encounter.

Both radio and tv sales sessions provided business tips. Norman E. Cash, president of Television Bureau of Advertising, cited the increase in Revlon sales ($30 million) and stock earnings (49 cents a share) from 1954, before television, to 1956 ($85 million sales, $3.19 a share). He said 10-Day Nail Polish and Prudential Insurance show tv can be used to demonstrate products. He explained TvB's new "The Picture of Television" project, telling tv's influence in the home and in advertising to the public.

Mr. Wasilewski's music and legislative review covered such matters as the Smathers bill to deny broadcast licenses to any applicant engaged in the music business and hearings on Capitol Hill. He reminded that broadcasting "is the most newsworthy part of the business world," and the industry can expect to hold the legislative spotlight.

A feature of the program was a discussion of broadcast news by Charles Shaw, news director of WCAU-AM-TV Philadelphia (text page 54). Mr. Fellows described the talk as one of the most important he has heard on this subject.

Two pre-announced proposals to take polls of delegate views on NARTB projects failed to materialize. No showing of hands on the question of a tv circulation audit was taken at Schenectady because of the sparse attendance at this session. Nor did President Fellows draw a verdict on the plan to change NARTB's name back to National Assn. of Broadcasters. Again the poll idea was dropped because of a poor house. However, the topics will face industry votes later in the year. The NAB plan requires amendment of the bylaws and a referendum will be taken. Mr. Fellows said the fate of the tv audit circulation project is up to the industry. A vote will be taken later, probably by the first of the year.

Guest speakers at Schenectady were Gov. Averell Harriman, of New York, who made a political talk criticizing the Administration's handling of the admission of newsmen to Red China, and Philip D. Reed, chairman of the board, General Electric Co., who spoke on the responsibility of businessmen to inform the public about the role of business in the community.

Members of the resolutions committee at Schenectady were Alan C. Tindal, WSPR Springfield, Mass.; Paul Adanti, WHEN-AM-TV Syracuse, N. Y., and J. Maxim Ryder, WBRY Waterbury, Conn.

MILITARY THREATS TO VHF AIRED

Broadcasters were alerted last week by industry sources against the danger of military nibbling at vhf tv channels but they indicated they won't be caught napping if a sudden spectrum emergency develops.

Warnings sounded last spring and summer that defense officials were coveting vhf channels for new space-conquering weapons not yet in operation [B•T, April 1 to Sept. 16] received a thorough going-over at two NARTB regional meetings.

At Schenectady and Cleveland, broadcasters from 14 states heard Thad H. Brown Jr., NARTB tv vice president, review developments in the troubled spectrum field. Joining him were Vincent T. Wasilewski, NARTB government relations manager, and William B. Lodge, CBS-TV station relations and engineering vice president.

"Never since the assignment table was set up in 1945 has your tv channel been in such a tenuous position," Mr. Brown said. Mr. Wasilewski listed a series of federal "proposals, orders of inquiry, rebuttals and sur-rebuttals concerning the very touchstone upon which you operate stations, fulfill the public interest and make a profit."

Their blunt presentation of the spectrum crisis was topped by Mr. Brown's declaration that chs. 2-6, particularly 40-60 mc, face a nibbling hazard from the Pentagon. Coupled with FCC and congressional developments, he said, is the fact that "any move in any facet of these can always result in a chain reaction, affecting all channels—vhf and uhf."

Then he added this solemn note: "The entire outlook of your channel operation can literally be changed overnight. You are literally fighting a drastic change in your very economic lives."

Washington developments involving the spectrum were listed in detail by the two NARTB officials, with A. Prose Walker, engineering manager, showing how they affected the separate problems of FCC allocation to broadcasting, government and other private interests as well as the FCC's individual channel assignments.

A phase of the spectrum crisis that has baffled industry sources was discussed by Mr. Lodge, member of the special engineering advisory committee to the Senate Interstate & Foreign Commerce Committee. He said a 268-page draft report highly critical of the FCC has been prepared but has not yet been acted on by the full committee, headed by Dr. Edward L. Bowles, engineering professor at Massachusetts Institute of Technology.

He said there is a possibility the committee may urge Congress to appropriate $1 or $2 million for a research job on television. Such a project might be conducted by a research company or institute. In effect it might lay present-day television

BROADCASTERS *at the NARTB regional meeting in Schenectady heard Philip D. Reed, General Electric Co. board chairman, sound a call for more aggressive spreading of the business message to the public. Greeting him at the Monday luncheon meeting were (l to r): Daniel W. Kops, WAVZ New Haven, Conn., District 1 radio director; William B. Lodge, CBS vice president, director; Mr. Reed; Harold E. Fellows, NARTB president; C. Wrede Petersmeyer, Corinthian Broadcasting Corp., tv director; Simon Goldman, WJTN Jamestown, N. Y., District 2 radio director and convention host director.*

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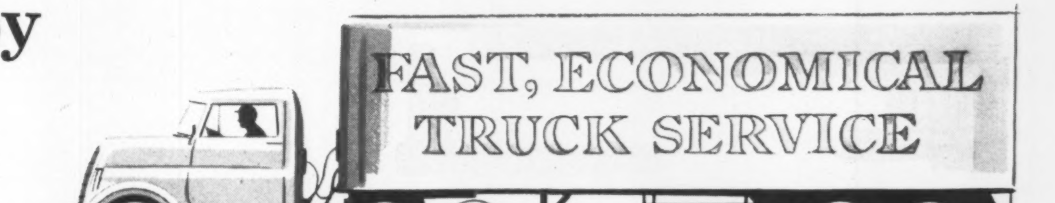
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TRUCK SERVICE

That's why you're using ten million trucks to live better in a NEW AMERICA!

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TAXI

Thirty years together as one of America's best-loved comedy teams, AMOS 'N' ANDY are bigger and better than ever in their fun-packed syndicated series. Stripped across the board, the 78 half-hours are attracting large *daytime* audiences in such major markets as New York, Philadelphia, Springfield (Mass.), Washington, D.C. and Providence. And in Baltimore, the show is consistently the top-rated multi-weekly show on the air. AMOS 'N' ANDY rate high with *nighttime* viewers, too, in a wide variety of markets: Detroit (17.2), Jackson, Miss. (34.8), Joplin, Mo. (30.0) and Mobile (25.7). Naturally AMOS 'N' ANDY are advertisers' favorites as well... Food Fair (now in its third year of continuous sponsorship), National Home Furnishers, Brown & Haley Candy, Fidelity Federal & Security Life (insurance) and Kroger Food Stores, to mention a few. For hats-off results in your area, buy...

CBS TELEVISION FILM SALES, INC.

"...the best film programs for all stations"

Offices in New York, Los Angeles, Detroit, Boston, San Francisco, Chicago, St. Louis, Dallas, Atlanta. In Canada: S. W. Caldwell, Ltd.

Source: Latest Pulse and ARB

WANE
first choice

in cost per thousand
in metropolitan Fort Wayne!

Latest Pulse shows that the average week-day cost per 1,000 homes in Metropolitan Fort Wayne is 35% lower than the next best station! This makes WANE *first choice* in cost! In Allen County alone, WANE showed a lower cost per 1,000 homes for 345 of the 360 quarter hours surveyed. And Fort Wayne is 27th in the nation's C.S.I. per household. Represented by Petry.

Sources: Pulse 4/57; SRDS 5/57

WANE
FORT WAYNE

"The Pleasant Sound In Fort Wayne"

A CORINTHIAN STATION *Responsibility in Broadcasting*

KOTV Tulsa • KGUL-TV Galveston, serving Houston • WANE & WANE-TV Fort Wayne • WISH & WISH-TV Indianapolis

on the table, dissect it and suggest radical remedies for any objectionable features.

"This could be dangerous," he said, and might "go into the wild blue yonder" by getting into such subjects as government operation. At this point the draft report is a sort of "Monday morning quarterback job," he continued, "appraising in 1957 the actions taken by the FCC in 1950."

In showing how the military can go after frequencies, Mr. Brown said, "The Dept. of Defense can, by law, sit by, secretly developing its own case and arbitrarily making demands by executive fiat upon television, especially chs. 2 through 6, while the non-governmental services fight their battles out in public."

He urged broadcasters to support the bills introduced by Sen. Charles E. Potter (R-Mich.) and Rep. William G. Bray (R-Ind.) proposing a three-man committee of laymen to re-examine the government's frequency needs. (See Potter story page 52.)

Mr. Brown recalled how spring and summer developments "smoked out the Dept. of Defense, but fast," and reviewed the threats made by Gordon Gray, Director of the Office of Defense Mobilization, in his reply to Sen. Warren G. Magnuson (D-Wash.), Senate Commerce Committee chairman [B•T, Aug. 12].

Threat to Broadcasting

Recalling Mr. Gray's suggestion that a congressional inquiry, if made, might well include use of the spectrum by private interests under license by the FCC, Mr. Brown said, "We might consider that a threat to private broadcasting."

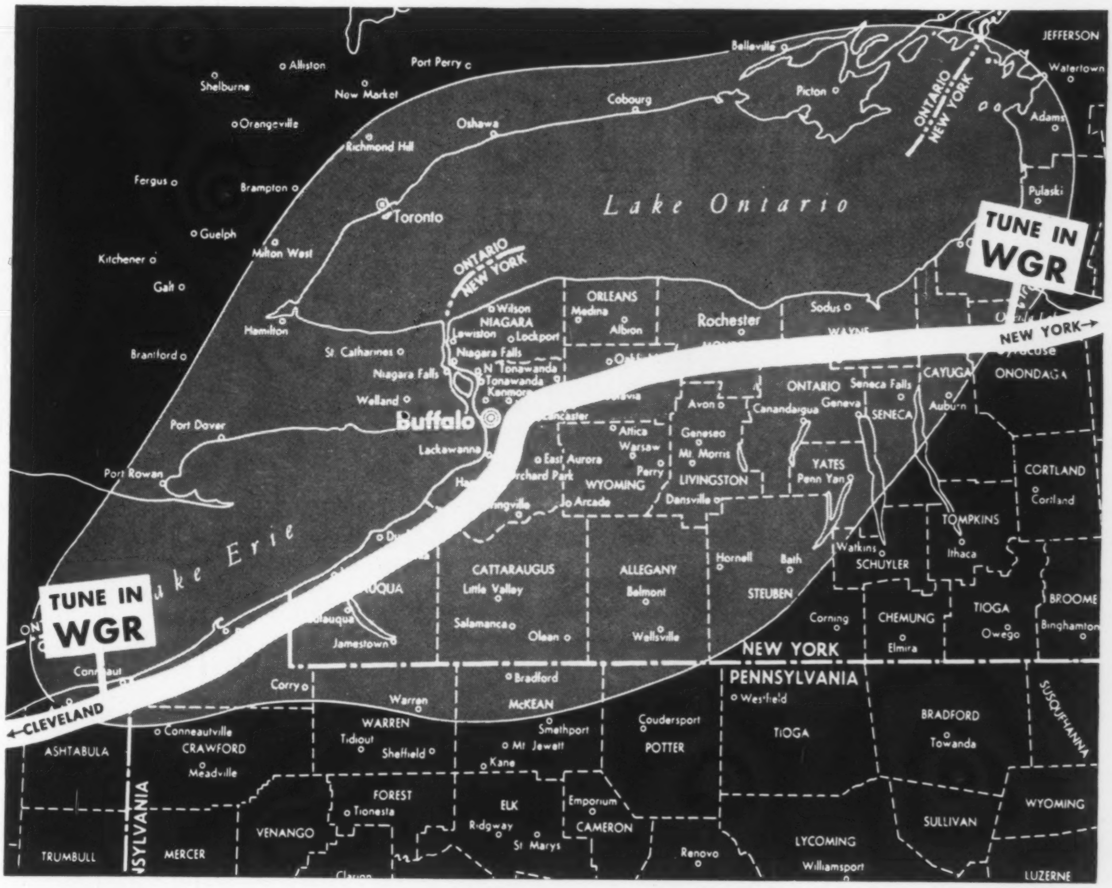
He cited a belief that the FCC is about to propose "a swap of one megacycle of space around 45 mc in chunks of 250 kc each with the ODM in return for space at 170 mc. We don't for a minute believe this will satisfy the military and we think we can look forward to relentless, subtle pressure on chs. 2 to 6." He carried these dangers into portions of the uhf band.

Messrs. Brown and Wasilewski explained the elaborate field and committee studies being conducted cooperatively by Television Allocation Study Organization. The association feels FCC shouldn't dabble with allocations until this project has been finished some time in 1958. NARTB is one of the TASO participants.

NARTB will ask tv stations to join its effort to face the industry's spectrum challenges by answering an upcoming questionnaire. This will seek data on a national and local basis covering spectrum usage, use made of assignments, estimated coverage, sets-in-use and saturation, set cost summaries in each area, cost and revenue data, possible loss of service in vent of channel change, public service rendered to public and private agencies and economic effect of channel change on community.

"There must be individual effort, as never before, by every television station to make itself heard on record in the halls of Congress and specifically at the FCC," Mr. Brown said. "This is no time for panic. It is a time, however, for affirmative decisions and cohesive action."

The only Buffalo Station that can pass the "Thruway Test"


TUNE IN WGR
TUNE IN WGR
NEW YORK→
←CLEVELAND
Lake Ontario
Lake Erie
ONTARIO NEW YORK
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NEW YORK
PENNSYLVANIA
Buffalo
Toronto
Rochester
Hamilton
Niagara Falls
Lackawanna
Syracuse
JEFFERSON
Watertown
Adams
Pulaski
Belleville
Picton
Cobourg
Port Perry
Oshawa
Alliston
Shelburne
New Market
Orangeville
Richmond Hill
Fergus
Brampton
Guelph
Milton West
Kitchener
Galt
Brantford
St. Catharines
Welland
Port Dover
Port Rowan
ORLEANS
Medina
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Elmira
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ELK
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LYCOMING
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WYOMING
LUZERNE
TRUMBULL
MERCER
Clarion

COMING EAST to the New York State Thruway, you pick up WGR RADIO *loud and clear,* way out in Ohio.

GOING WEST on the New York State Thruway, you pick up WGR RADIO *loud and clear,* just past Syracuse.

IF YOU WANT *maximum coverage* in the $3,000,000,000.00 Western New York Market, (plus big bonus audience in Canada) . . . buy WGR RADIO!

ABC AFFILIATE

NATIONAL REPS: Peters, Griffin, Woodward, Inc.

BUY WGR RADIO

"Buffalo's First Station"

DIRECTORS *and NARTB staff executives at the Cleveland meeting included (seated, l to r): Edward F. Baughn, WPAG Ann Arbor, Mich.; William Holm, WLPO LaSalle, Ill.; Robert T. Mason, WMRN Marion, Ohio, host director; John F. Meagher, NARTB radio vice president; John E. Fetzer, WKZO-TV Kalamazoo, Mich., tv board chairman. Standing, Edward H. Bronson, NARTB tv code director; Charles H. Tower, employer-employe relations manager; Vincent T. Wasilewski, government relations manager, and Thad H. Brown Jr., tv vice president.*

Potter Talk Treats 3 Broadcast Issues

In an address before the NARTB regional conference in Cleveland last Thursday, Sen. Charles Potter (R-Mich.) discussed three of the major issues facing broadcasting—(1) alleged designs by the military on the vhf band; (2) subscription television, and (3) "conclusive recognition as a news medium or, put another way, equal access to cover the public affairs of the body politic."

A member of the Senate Interstate & Foreign Commerce Committee, Sen. Potter has been outspoken on all three issues. He is the author of a resolution (SJ Res 106) which would set up a three-man commission to investigate the current utilization of the radio spectrum, with emphasis on the military's use and future demands for more space [B•T, June 24].

"Recent events have made it clear that the government, particularly those elements of it concerned with our national defense, is seeking more spectrum space, specifically in territory that might affect television service in the home," he said. "It is very difficult in the complicated new sciences of cold war to determine whether the need of the military in its ramified operations is more critical than that of the viewing public. . . ."

He said his resolution is not designed to salvage uhf, nor to promote vhf. "It is intended to develop facts to guide the Congress and the Administration along a path that will provide us with the ultimate security and the ultimate television services that are feasible. Some impartial investigative activity is indicated when reasonable doubt arises concerning our capacity to build a system of free tv offering competitive and selective service to the American people."

Sen. Potter said the problem is both technical and sociological, with the technical phase the most important because "we are dealing with a limited commodity [the spectrum]." The contributions of TASO will be invaluable, he felt.

"Until now I have been unable to find anyone in the military, in the Commission [FCC] or in the industry who has propounded what promises to be a lasting solution. Obviously, there can be no solution until facts are marshaled in such fashion that they can be evaluated in the best interests of the nation," he said.

On the question of pay tv, Sen. Potter said: "I am opposed to any form of subscription television that will cancel without recourse the promissory note of the federal government, signed when it established, by law and by regulation, that television would be free. This note was made out to the American people, who invested billions of dollars in receivers on the basis of it [free tv].

"If there is to be a system of television for which people will pay, then its priority is second to that of free television so long as the federal government has anything to do with allocations."

The senator said his proposal for a study of the allocations problem is closely related to pay tv. "To me, it is pre-eminently evident that we should first resolve the problem of channel utilization by government in the name of the defense and safety of the people before we embark upon another experiment [pay tv] that will only complicate a situation already approaching chaos," he stated.

"Nothing is more fundamental to the operation of a republic than the exposure of its day-to-day activity," Sen. Potter said in backing radio-tv's efforts to gain equal access to the courts and congressional proceedings. "The vitality of our system of government depends upon the participation—not the exclusion—of the people.

"You [broadcasters] are competent to report public matters and the people have the right to profit by your ability to do so. This right belongs to the people and you are no less its custodian than the man who prints a newspaper, the man who makes or interprets a law, or the man who serves in his country's uniform. . . ."

TOLL TV BOUT

A pay television debate will be held in New York Oct. 29 at the Palm Terrace Room of the Hotel Roosevelt. Ordinarily this topic—on the lips of FCC members, broadcasters and agency executives—would be certain to draw a crowd. But the two speakers lined up for the Radio & Television Executives Society's roundtable luncheon debate on pay tv can be expected not only to draw an audience but also national attention. To speak against pay tv: Rep. Emanuel Celler (D-N. Y.), chairman of the House Antitrust Subcommittee which has conducted investigations into network practices and author of a bill (HR-586) to prohibit pay tv. For toll tv: Paul Porter, former chairman of the FCC and a member of the law firm which is counsel for International Telemeter, a subscription tv petitioner.

Third NARTB Regional Meeting Begins Today In North Carolina

The third of the NARTB's fall regional meetings gets underway this morning (Monday) at Asheville, N. C., where Region 2 convenes at the Grove Park Inn. Host director is James H. Moore, WSLS Roanoke, Va.

Bowman Gray, executive vice president of R. J. Reynolds Tobacco Co., will address the Tuesday luncheon, while Rep. Hugh Scott (R-Pa.), onetime chairman of the Republican National Committee, is to be principal speaker at the Monday banquet.

Balance of the agenda for Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.) generally follows the pattern of last week's opening regional meetings in Schenectady and Cleveland (see story, page 44). Concurrent radio and tv sessions will run Monday afternoon and Tuesday morning with unified meetings the balance of the two days.

A variety of subjects including subscription television, tv code problems and the proposed tv circulation study will again be discussed by NARTB officials. NARTB President and Board Chairman Harold E. Fellows will address the Monday luncheon on "Time for Decisions."

HIGHLIGHTS OF THE FALL SEASON

kid adventure

SHEENA,
6 p.m. Monday

FOREIGN LEGIONNAIRE,
6 p.m. Tuesday

JUNGLE JIM,
6 p.m. Thursday

BRAVE EAGLE,
6 p.m. Friday
Follow Mickey Mouse Club

• • • • • • • • • • • • • • • •

family adventure

THREE MUSKETEERS,
6:30 p.m. Monday

JUDGE ROY BEAN,
6:30 p.m. Tuesday

SCIENCE FICTION THEATRE,
6:30 p.m. Wednesday

SOLDIERS OF FORTUNE,
6:30 p.m. Thursday

FRONTIER DOCTOR,
6:30 p.m. Friday

• • • • • • • • • • • • • • • •

PRIME NIGHT-TIME
first-run shows

HARBOR COMMAND,
10:30 p.m. Thursday

STATE TROOPER,
10:30 p.m. Friday

O. HENRY PLAYHOUSE,
10:00 p.m. Saturday

• • • • • • • • • • • • • • • •

live local shows

ROMPER ROOM,
11:00-12 Noon M-F

TOWN AND COUNTRY TIME,
2:30-3:00 p.m. M-F

STUDIO BOWLING,
11:20-12:20 a.m. Wednesday

all this and
The exciting new
ABC-TV NETWORK
fall schedule

wmal-tv

gilds the lily!

Not satisfied to rest on the laurels of ABC-TV's great strides forward, this "on-the-move" station in the nation's 10th market presents an *all-new* programming line-up for fall . . . the very flower of entertainment that *sells* in this rich metropolitan area.

abc
television network

wmal-tv *Channel* 7

WASHINGTON, D. C.

AN EVENING STAR STATION • REPRESENTED BY H-R TELEVISION, INC.

DO RADIO-TV DESERVE EQUAL ACCESS?

Not until they win their professional spurs, says one who has

Charles Shaw, news director of WCAU-AM-TV Philadelphia, went before the NARTB regional meeting in Schenectady last week to talk about freedom of access for broadcasters on a par with other news media. His remarks did not follow the usual line taken on this subject; rather, he suggested that some subjective thought about radio and tv qualifications for equal access was in order. A condensation of his thought-provoking remarks follows.

I don't know whether you are going to like what I say to you this afternoon, because my remarks will be somewhat at variance with the opinions expressed by other members of the radio and television industry.

At the outset I shall express complete agreement with the opinion that radio and television should have the same access to information as newspapers do, that the time should come when changes are made in rules and regulations limiting radio and television's access to such information. But where I might disagree is in expressing doubt that that time has yet arrived. I feel that much remains to be done by the radio and television industry before we can rightfully assert the claims we are making and have been making for some time.

I have the feeling that some broadcasters hope to gain stature and prestige by gaining equal access to information rather than first developing stature and prestige in the field of news as a basis for asserting their right to equal access.

Now, it may seem downright treasonous for a broadcaster to imply that radio and television have not developed stature and prestige in the field of news, because they certainly have. But that stature and prestige have been developed by the networks, by certain large stations and by certain smaller stations with a fierce regard for integrity and professional reporting of news. Unfortunately, much remains to be done in making the professional attitude toward news a basic part of the entire radio and television industry.

I began my professional life as a newspaperman and, while I have been in radio and television now for 18 years, emotionally and temperamentally I remain a newspaperman. I always shall. There is a great tradition in journalism, our code is as sacred as that of medicine, the law and the clergy. We believe that it takes special training and a good bit of experience to become a good journalist and we resent the insinuation that anybody can be a reporter as much as any doctor would resent the insinuation that anybody who has learned how to use a hypodermic needle can practice medicine. We believe that a good education—academic and practical—is essential to the practice of journalism; we believe that the apprenticeship is long, and we believe that one becomes a good journalist when certain knowledge becomes intuitive and rather defiant of explanation. I don't know of any man in the world who could write out a list of rules for judging the news value of an event.

Now, what seems to be our No. 1 beef in the broadcast industry where news is concerned? It is the fact that, generally, we do not receive the same kind of treatment that newspapers do in the coverage of all news. Are we being really honest with ourselves in searching out the reasons for this?

I said before that stature and prestige *have* been developed in the field of news by the networks, by certain large stations and by certain smaller stations with a fierce regard for integrity and professional reporting of news. And what is common to all those networks and stations? This one thing: Their reporters and editors all are former newspapermen or men who have been trained by former newspapermen. They have won stature and prestige not because they once worked for newspapers, but because, by working for newspapers, they learned the business—they know how to cover stories, they win the confidence of news-makers, their reports are top-drawer. Of course, I'm not saying that every newspaperman is a paragon of virtue, but I am saying that radio and television, by and large, still have not developed any substitute for newspaper training.

PRO'S CAREER

◄ When Charles Shaw cites the viewpoint of a professional newsman, he speaks with authority. His own background: graduate, Allegheny College, Meadville, Pa., 1932; reporter, *McKeesport* (Pa.) *Daily News,* 1932-1936; reporter-rewrite man, *Pittsburgh Press,* 1936; managing editor, *McKeesport Daily News,* 1937; freelance writer during 1938 while on tour of U. S.; entered broadcasting in 1939 as news editor, KTSA San Antonio; CBS war correspondent in Europe, 1943-1946; news commentator, WCAU Philadelphia, 1946-1952; news editor, WCAU-AM-TV, 1952-present.

In this country, the principal objectors to equal access to news, as we call it, for radio and television reporters comes from the newspapers. I am grieved that certain doors are closed to us, but I can't honestly say that I do not understand why.

The fact of the matter is that, as a broadcaster, I share some of the feelings of the newspapermen. There is nothing that I resent more than the assignment by another station of a staff announcer with no education and experience in news, with no devotion to the traditions of journalism, to the coverage of a news event. He arrives with a tape recorder; he takes the microphone to the speaker's stand; if this happens to be a press conference, he takes a front seat, turns on the recorder and records everything that's asked and said in reply. He takes the tape back, edits out the questions, sometimes dubs in his own voice asking those questions, and he has himself a great show.

Or sometimes he hears a trained reporter ask a question which he likes and, when the press conference is over, he asks for a few minutes alone with the news-maker so that he can ask that same question himself and have the same room noise behind both question and answer.

Or a television station may send a cameraman—just a cameraman, not a reporter, too—to record everything that's said.

Now, I firmly believe that cameras and recorders should be permitted wherever public officials are making news. This is not a right guaranteed to broadcasters but a right guaranteed to the people. Freedom of the press and freedom of speech are not rights conferred by the Constitution on a certain group of journalists and speakers but rather they are the means of providing the people with the right to know.

But, as I see it, we of the radio and television industry must first of all agree that we have an obligation to deal with news as professionally, with as much integrity, as the newspaper profession does. We cannot assert the rights we claim so long as a great number of stations maintain no news departments worthy of the name, who have newsrooms which are no more than areas to house one, or at the most two, news machines, whose newsmen, so-called, are announcers who rip wire copy when a long record is being played and read it at the end of a music or chatter program, whose reporters are staff announcers, often station managers, who rush out of the building with tape recorders and hope to God that there are newspapermen around to ask the right questions.

I remember attending a press conference held by Sir Alexander Fleming, the discoverer of penicillin. A disc jockey was there with a recorder, and he didn't wait for others to begin their questioning. He jumped up right away and asked, "Sir Fleming (not Sir Alexander), how did you happen to discover penicillin?" Sir Alexander stared at his questioner and replied: "Sir, I did not *happen* to discover it." This same disc jockey attended a press conference held by Charles Sligh when Mr. Sligh was president of the National Assn. of Manufacturers. The announcer wanted to convince his listeners that he was buddy buddy with all the great and the near great, and he did what we knew he would do and awaiting which we held our breaths. He said, *"Chuck,* I want to ask you. . ." On both occasions I kept *my* tape recorder hidden.

The management of my station, like man-

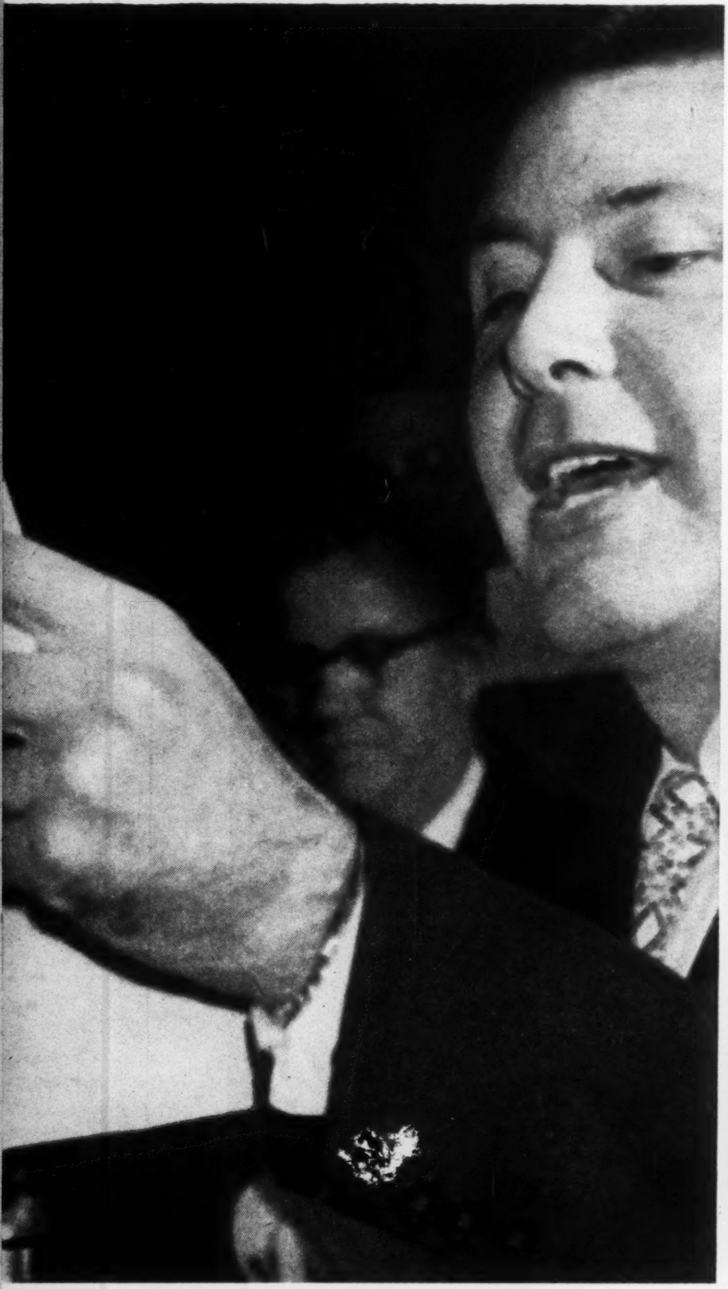
YOUNG & RUBICAM, INC.
Advertising

NEW YORK · CHICAGO · DETROIT · SAN FRANCISCO · LOS ANGELES · HOLLYWOOD · MONTREAL · TORONTO · MEXICO CITY · SAN JUAN · LONDON

WHERE DID EVERYBODY GO?

One second ago 18,988,132 people were out there watching their TV sets. Maybe if that commercial had been just a little more fresh and imaginative . . .

Reeves arrives



Here's the

showmanship-

salesmanship

mood that makes the new,

live Jim Reeves Show click:

The **Jim Reeves Show** joins American Radio's **live,** weekday

Jim Reeves, whose song hit Four Walls is pushing the million sales mark, brings to American a 10-year record of radio success as a local musical personality, network guest star and persuasive air salesman.

His new musical hour, The Jim Reeves Show, originates **live** from WSM Nashville, home of today's hottest musical talent. Featuring the Anita Kerr Singers **(live)** and Owen Bradley's orchestra **(live),** it will boast regular guest appearances of such top-tune artists as Marty Robbins, Ferlin Husky and the Everly Brothers.

The **live** Jim Reeves Show is backed up by the showmanship-salesmanship skill of WSM and the new American Broadcasting Network.

October 7!

musical line-up Monday, October 7, 1–2 pm

the live one is AMERICAN BROADCASTING NETWORK

1st

Tulsa, queen city of the Magic Empire, tops every key industrial market in the nation in industrial expansion. And KVOO tops all other stations in penetration of this rich market. Let "The Voice of Oklahoma" speak for *you,* both in Oklahoma and in "bonus" counties of Kansas, Missouri and Arkansas.

KVOO
TULSA

The only station covering all of Oklahoma's No. 1 Market

Broadcast Center • 37th & Peoria

HAROLD C. STUART
President

GUSTAV BRANDBORG
Vice Pres. & Gen. Mgr.

Represented by EDWARD PETRY & CO.

1170 KC • 50,000 WATTS • CLEAR CHANNEL • NBC
"The Voice of Oklahoma"

agements of many good stations throughout the country, feels that news is very important. I would not be so naive as to say that our management does not think at all about the revenue-producing value of news. But our management feels that, so long as we are coveting and broadcasting news, we have the same obligation as our owner, *The Philadelphia Bulletin,* to cover and report news professionally. We spend an awful lot of money on news—a lot more than we really have to. As news director, I am a department head, responsible to the president on matters of overall news policy and problems, to the radio-tv vice president on matters concerned with a specific medium.

I feel that there are two conflicts to be considered as we examine the problem of equal access. There is the one conflict between broadcast industry and newspapers, and that is the one, it seems, to which most attention is being paid. But there is another conflict within the broadcast industry itself—between networks and stations which do a professional job of news coverage and reporting and stations which do not. I believe that second conflict has to be resolved before we can hope to have any success in dealing with the first.

So, as I see it, the first requirement is to raise the standards of electronic journalism—for every station, even though it may cost money, to employ qualified newsmen to handle news and not use staff announcers, disc jockeys and station managers to cover news any more than a newspaper would use its advertising manager or building superintendent to cover a story.

An Industry Assignment

One objective should be the creation of an industry-wide situation which would permit the development and training of qualified reporters and editors within the broadcast industry itself so that we wouldn't have to recruit our men from the newspaper field. Some of us now are able to do that, but there aren't many radio-tv news departments large enough to spawn a lot of newsmen.

Once we have set our standards and lived up to them, we shall still have our problems. Newspapermen will resent us then for other reasons—jealousy and fear. They'll try to keep us out wherever they can. But we then shall have deprived them of the very convincing arguments they now have.

Even today, lawyers, congressmen, judges city and town councilmen have their own selfish reasons for denying broadcasters the right to film and record their activities. Our opposition by no means consists of newspapermen alone. Public officials who fear the camera and the microphone will continue to keep the door closed to broadcasters as long as they are able. But when the news departments of radio and television stations attain the influence that newspapers now are able to exert, that opposition will be reduced. And such influence can be attained when each station creates a bona fide news department, staffed by professionals whose work is on a par with that of any newspaperman and the impact of which can be much greater.

I believe—and, of course, I'm prejudiced

...Rich Upstate New York

Within Your Grasp

NEW POLITZ STUDY SHOWS POWER AND IMPACT OF 4 LEADING RADIO STATIONS

Previous Politz studies have proved the power of great radio stations in individual markets. Now, for the first time, Alfred Politz Research, Inc. analyzes an entire region. This is the rich Upstate New York market reached by the BIG FOUR stations . . . WBEN (Buffalo), WHAM (Rochester), WGY (Schenectady) and WSYR (Syracuse).

This group of 4 leading radio stations has long delivered the largest audience, commanded the *respect* and *trust* of their listeners. But not until now . . . with this new Politz study . . . could you positively know how big a buy the BIG FOUR actually is.

The evidence drawn from the new Politz survey shows that with these BIG FOUR stations you can capture the tremendous, rich audience of the major portion of the Upper New York State market in the easiest, most economical way. The cost factor makes it a big buy *for numbers alone.*

The composite Upstate New York market, consisting of 52 counties, has a total adult population of better than three-and-one-half million. The BIG FOUR stations cover 88% of this audience. And it's an even bigger buy when you add the trusted character of these great stations, which makes people *heed* as well as *hear.*

The BIG FOUR story is available to advertisers and their agencies in a quick, revealing presentation. Call any Christal office and make a date to see it.

WBEN · WHAM · WGY · WSYR

BUFFALO **ROCHESTER** **SCHENECTADY** **SYRACUSE**

Represented Nationally by

HENRY I. CHRISTAL CO. INC.

NEW YORK • CHICAGO • DETROIT • BOSTON • SAN FRANCISCO • ATLANTA

MARKET · MANAGEMENT · FACILITIES · PROGRAMMING · PUBLIC SERVICE ·

WHAT TYPICAL BUDGETS WILL BUY ON THE 4 LEADING RADIO STATIONS IN UPSTATE NEW YORK

$18,000	*15 one-minute selling messages weekly for 10 weeks.*
$38,000 . . .	*15 one-minute and 10 twenty-second announcements weekly for 18 weeks.*
$54,000 . . .	*30 one-minute announcements weekly for 20 weeks.*
$85,000 . . .	*5 quarter-hour newscasts weekly, including all costs, for 52 weeks.*

—that the greatest service radio and television can perform is in reporting news. I believe we are admirably equipped for that job and that we should be permitted to do more than we are doing and have done. I am very proud of what many of my colleagues have done, of the standards they have set. My only hope now is that their examples are followed by the entire industry. Once they are, nobody will dare slam a door in our face.

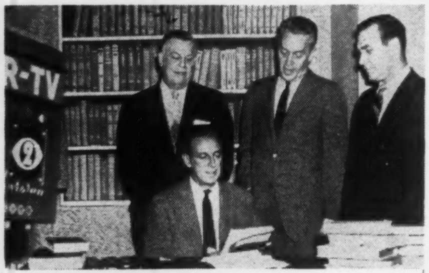
Three Speakers to Address RAB National Ad Clinic Oct. 8-9

Three of the speakers for Radio Advertising Bureau's third annual National Radio Advertising Clinic, to be held Oct. 8-9 at New York's Waldorf-Astoria Hotel with 550 advertising and agency executives expected to attend, are being announced today (Monday) by RAB President Kevin B. Sweeney.

They are Albert Brown, advertising and public relations vice president, Best Foods, New York; Julian Barksdale, marketing and planning vice president,, Stephen F. Whitman & Son, Philadelphia, and James J. Delaney, advertising manager, Sinclair Refining Co., New York. They will take part in the "How We Use Radio" segment of the two-day clinic.

Mr. Sweeney noted that each member of the trio "is an authority on advertising" and "represents a business organization which uses radio in big-league style and with great success. Their stories will contribute immeasurably to the enlightment of advertisers and agencies on many of the new and effective techniques of radio advertising."

Some 250 RAB members are expected to attend the clinic along with advertiser and agency guests. RAB will be host at a cocktail party and two luncheons.



H. L. MENCKEN, the late sage of Baltimore, was honored Sept. 12 by Sigma Delta Chi, national professional journalistic fraternity, with the marking of the *Sunpapers* in Baltimore as a historic site in journalism. WMAR-TV, Baltimore *Sunpapers* station, carried a live half-hour documentary of the life of Mr. Mencken, which also was kinescoped for CBS-TV. Seated is Alistair Cooke, moderator of *Omnibus,* who wrote and moderated the program. Standing (l to r) are E. K. Jett, vice president-general manager of WMAR-TV; Marquis Childs, syndicated columnist and chairman of SDX's historic sites committee, and Don Martin, NARTB public relations chief, SDX committee member.

JOHN F. PATT (c), president, WJR Detroit, takes over as national president of Radio Pioneers at an executive committee meeting in New York. Serving with him are Charles A. Wall (l), treasurer, who is president of Associated Music Publishers and vice president in charge of finance for BMI, and Raymond F. Guy (r), secretary, who is a senior staff engineer with NBC.

N. Y. Group to Fight State Ban

New York State's law denying access of microphones and cameras to public proceedings is unconstitutional, the New York State Assn. of Radio & Television Broadcasters asserted Wednesday at a meeting in Schenectady.

The association decided the state's bans, described as the worst in the nation, shouldn't be allowed to stand by default. A campaign to wipe the provision from the law books was agreed on and will be underway in once. In charge will be the Freedom of Information Committee headed by Joseph H. Tobin, WENT Gloversville. Other members are Merl L. Galusha, WRGB (TV) Schenectady; Michael R. Hanna, WHCU Ithaca, and Louis Saiff Jr., WWNY Watertown.

RTES to Hear Labunski, McLendon

A discussion this Wednesday on the future of the radio networks is slated as the first in this season's series of round table luncheons to be held by the Radio & Television Executives Society in New York at the Palm Terrace Room of the Roosevelt Hotel. Speaking on the topic, "Do Radio Networks Have a Future?" will be Stephen Labunski, ABN vice president, presenting the affirmative, and Gordon B. McLendon, who heads a group of radio stations in Texas and Louisiana, the negative.

TvB Issues Tv Audience Data

People in the U. S. spend nearly 300 million "people-hours" a day watching television and the average household watches 5½ hours every day. Of the 50 million homes in America, 40 million have tv sets. These facts are from a national study, "Who Are Television's Viewers," being distributed by Television Bureau of Advertising. The survey also points out that in the tv industry, nearly 500 stations program over 50,000 hours weekly, or over two million hours yearly.

Fellows Cites Radio-Tv Codes In Noting Pope's Encyclical

Radio and tv broadcasters of the United States have long recognized the great responsibility that is theirs under the American system of free broadcasting, NARTB President Harold E. Fellows, commenting on Pope Pius XII's encyclical *Miranda Prorsus* [B•T, Sept. 16], said last week. (See EDITORIAL, page 126.)

"Under the American system the individual broadcaster is the steward of the service he provides his community and is responsible for the programs he broadcasts," Mr. Fellows said.

He recalled that the association adopted radio Standards of Practice in 1937 and the Tv Code in 1952. "These two documents provided broadcasters with guideposts by which they maintain high standards of programming and advertising and at the same time preserve our traditions of freedom of speech and expression," he observed. "They are living documents designed to meet the changing needs of our society and new patterns in our growing industry.

"I believe that His Holiness' declaration is dramatic evidence of the vast importance of radio and television to modern civilization. News reports of the documents, the text of which I have not yet seen, quote the Pope as using the phrase 'privilege of our century' in reference to broadcasting, and it strikes me as a wonderfully apt description."

SCBA In Market for Director

Southern California Broadcasters Assn. has begun to screen applicants for a managing director to succeed William J. Taylor, who is resigning to become sales manager of KWIZ Santa Ana, Calif.

Loyd Sigmon, SCBA chairman, in announcing Mr. Taylor's resignation at the group's monthly luncheon Thursday, asked that applications be made in writing to the SCBA office at 6047 Hollywood Blvd., Hollywood.

DeGroot Heads Mich. AP Group

Don DeGroot, assistant general manager of WWJ-AM-FM-TV Detroit, was elected president of the Michigan AP Broadcasters Assn. Sept. 12 at the group's annual meeting in Hidden Valley. Eldon Garner of WKMF Flint was elected first vice president and Jim Sumpler of WMTE Manistee second vice president. Winners of awards for outstanding participation in AP cooperative newsgathering were WOOD-AM-TV Grand Rapids, representing largest stations; WHLS Port Huron, medium stations, and WLEW Bad Axe, small stations.

CCT Polls Uhfs on Toll Tv

The Committee on Competitive Tv, representing uhf stations, announced last week it has queried all uhf stations on their attitude toward pay tv and that when replies are received, an official report will be made. As of late last week, about 25% of the 87 commercial uhf stations on the air had answered, with the great majority opposed to subscription television, it was understood.

GENTLEMAN'S AGREEMENT
Gregory Peck, Dorothy McGuire, Celeste Holm

LEAVE HER TO HEAVEN
Gene Tierney, Cornel Wilde

THE LODGER
Merle Oberon, George Sanders

GUADACANAL DIARY
William Bendix, Lloyd Nolan, Preston Foster

SITTING PRETTY
Robert Young, Maureen O'Hara, Clifton Webb

SUEZ
Tyrone Power, Loretta Young

FOREVER AMBER
Linda Darnell, George Sanders, Cornel Wilde

13 RUE MADELEINE
James Cagney, Richard Conte

THE LATE GEORGE APLEY
Ronald Colman, Peggy Cummins

Can you name any other TV feature film package that contains so many great ones as...

NTA's "NIFTY BIG FIFTY"

...*produced by* 20TH CENTURY-FOX

Great pictures? Of course! And they're *typical* of NTA's prize package of them—"The Nifty Big Fifty."

They can't miss when they've been produced at a cost of $60,000,000, and include no less than 29 Academy Award winners and nominees. With all the polish and finesse you expect from that master studio — 20th Century-Fox.

The moral is plain: For *assured* ratings and sales to match, phone, wire or write NTA *today* — and find out for yourself how nifty are these Big Fifty!

NTA

Harold Goldman, Vice President in Charge of Sales
NATIONAL TELEFILM ASSOCIATES, INC.
60 West 55th Street, New York 19, N.Y.
PLaza 7-2100

'Operation Newsbeat' Planned As New Mutual's First Big Step

A nationwide-territorial service, "Operation Newsbeat," is Mutual Network's first major step under new ownership.

In essence the plan is a network-affiliate working arrangement to provide on-the-spot news coverage for the 34 daily Mutual newscasts. Robert F. Hurleigh, MBS news chief, described the idea as part of a broad plan to expand news-gathering facilities for the 7 a. m.-midnight daily news broadcast service to affiliates.

The 483 affiliates coast-to-coast and in Alaska and Hawaii are participating in the operation, which got under way Sept. 12. Each affiliate will assign a reporter to serve the network, with facilities available for emergency service when the station is not on the air.

Mr. Hurleigh said the service will provide color, background and on-the-spot descriptions of important stories through local reporting. He added that it implements the present world coverage provided by MBS and affiliates by United Press, International News Service, Reuters and overseas correspondents. The network has news desks in New York, Boston, Chicago, Detroit, Philadelphia and Los Angeles in addition to its Washington news headquarters.

News from affiliates will be worked into MBS prescheduled five-minute newscasts throughout the day. Important stories will be incorporated in special broadcasts. Many MBS affiliates now provide this type of service to the network but do not blanket the entire nation, Mr. Hurleigh explained. MBS offers five-minute newscasts on the hour and half-hour seven days a week.

Lichtenstein Named to Direct ABN Promotions, Exploitation

Appointment of Irv Lichtenstein, WWDC Washington vice president, as director of promotions and exploitation for American Broadcasting Network is being announced today (Monday) by ABN President Robert Eastman.

He said Mr. Lichtenstein will "devote his complete time to promotions and exploitation projects to make listeners aware of the many new ABN programs and the top local features carried by ABN-affiliated stations." Mr. Lichtenstein has resigned as WWDC vice president in charge of publicity, audience and sales promotion and research, and will join ABN the first week in October. He joined WWDC in 1949 after serving as national publicity director for B'nai B'rith, as newsman for WINX Washington, and as an independent radio producer. He was named WWDC publicity director in July 1949, publicity and promotion director in 1950 and vice president last June.

MR. LICHTENSTEIN

MR. BOGGS

MR. CAMPBELL

MR. LaFRANO

MR. BATESON

RKO Teleradio Promotes Four In Don Lee, Yankee Divisions

Three top level appointments were announced last week by Willet H. Brown, president of the Don Lee division of RKO Teleradio Pictures.

Norman Boggs, vice president in charge of sales, has been named vice president and general manager of Don Lee Radio. Wendell B. Campbell, vice president in charge of national sales for General Teleradio in New York, becomes a Don Lee vice president and general manager of KFRC San Francisco, owned by RKO Teleradio Pictures. A. J. LaFrano, director of operations for Don Lee Radio, has been promoted to vice president of this Pacific Coast radio network, in charge of programming and operations.

Also last week, Thomas H. Bateson, since 1955 director of national sales and sales service for WNAC-AM-TV Boston and the Yankee network in New England, was promoted to vice president of the Yankee division of RKO Teleradio Pictures, according to Norman Knight, president of Yankee. Prior to his association with Yankee, Mr. Bateson was with Northeast Airlines as system manager of reservation service and regional traffic and sales manager.

The Don Lee appointments follow the resignations of Ward D. Ingrim and William D. Pabst from the list of Don Lee executives to devote themselves to their tv station in San Francisco-Oakland. The FCC last summer granted the ch. 2 permit to San Francisco-Oakland Television Inc., of which Messrs. Ingrim and Pabst are majority stockholders [B•T, July 1]. Mr. Ingrim had been vice president and general manager of Don Lee Radio; Mr. Pabst had been general manager of KFRC.

NBC Radio Signings in 2 Weeks By 12 Clients Total $1.5 Million

Net advertising revenue totaling $1.5 million has resulted from new and renewal orders for full sponsorship and participation schedules placed with NBC Radio by 12 advertisers during the past two weeks, according to William K. McDaniel, vice president of NBC Radio network sales.

Dow Chemical (agency: MacManus, John & Adams), will sponsor *The Red Foley Show* (Sat. 12:30-55 p.m.) for 52 weeks starting Nov. 2. Pontiac Division of General Motors (MacManus, John & Adams) will sponsor National Football League championship game (Sun., Dec. 29). Bell Telephone System, (N.W. Ayer), renewed sponsorship of *The Telephone Hour* (Mon., 9-9:30 p.m.) for 39 weeks [B•T, Sept. 2].

Procter & Gamble has ordered 40 participations a week for 26 weeks on NBC's daytime schedule and in *Nightline* and *Monitor*. Anahist Co. (Ted Bates) ordered 13 one-minute participations a week in several programs for 26 weeks. P. Lorillard for Newport Cigarettes (Young & Rubicam) has ordered 10 *Bob and Ray* and 10 "Fibber McGee and Molly" *Monitor* segments each weekend for 13 weeks starting Oct. 5. F. Schumacher & Co. for Waverly Fabrics Div. (Ehrlich, Neuwirth & Sobo) ordered similar participations starting Jan. 4, 1958.

Carter Products (Ted Bates) ordered two 1-minute participations in *News of the World* and *NBC Bandstand* and a 1-minute participation in *Monitor* each week for 26 weeks effective immediately. RCA (Kenyon & Eckhardt) ordered six 1-minute and nine 30-second participations a week for eight weeks in *Monitor* starting Oct. 25.

Chrysler Division of Chrysler Corp. (McCann-Erickson) purchased a one-third sponsorship of *Life and the World* as well as two 1-minute participations in *Nightline* each week for five weeks starting Oct. 21. Dodge Div. of Chrysler (Grant Adv.) has ordered an additional 13 *Monitor* sports segments a weekend for five weeks effective Oct. 5.

R. T. French Co. (Richard A. Foley Adv.) ordered two 1-minute participations a week in *My True Story* for 13 weeks effective Sept. 3. H. J. Heinz Co. (Maxon) ordered two 1-minute participations a week for 10 weeks in *NBC Bandstand* starting Oct. 3.

NBC Gets Sugar Bowl 5 Years

NBC and New Orleans Mid-Winter Sports Assn. have signed a five-year contract for exclusive radio-tv coverage of the annual Sugar Bowl Game in New Orleans each New Year's Day, beginning with the 24th annual Sugar Bowl contest Jan. 1, 1958, according to Paul E. DeBlanc, association president, and Tom S. Gallery, NBC sports director. Mr. Gallery arranged details of the contract at a conference with Sam Corenswet, chairman of the Sugar Bowl's television committee, and officials of the association.

KDKA 2 TV
CBS
TELEVISION

KDKA-TV joins CBS. That means the folks in the Greater Pittsburgh Market can get all the famous and fabulous CBS shows on their favorite Channel 2. It also means that advertisers have an even greater reason for scheduling their product messages on KDKA 2 TV

WESTINGHOUSE BROADCASTING COMPANY, INC.

W B C

RADIO
BOSTON, WBZ+WBZA
PITTSBURGH, KDKA
CLEVELAND, KYW
FORT WAYNE, WOWO
CHICAGO, WIND
PORTLAND, KEX
TELEVISION
BOSTON, WBZ-TV
BALTIMORE, WJZ-TV
PITTSBURGH, KDKA-TV
CLEVELAND, KYW-TV
SAN FRANCISCO, KPIX

WIND represented by AM Radio Sales
WJZ-TV represented by Blair-TV
KPIX represented by The Katz Agency, Inc.
All other WBC stations represented by Peters, Griffin, Woodward, Inc.

Use the 3-way Leader
Use the 3-way Leader
MISSISSIPPI
LOUISIANA
wkrg-tv
ALABAMA
Gulfport
Biloxi
Pensacola
FLORIDA
in Billion-$$$ Mobile
in Billion-$$$ Mobile

WKRG-TV LEADS THREE WAYS

No matter how you measure it, WKRG-TV is number one by a large margin in this Billion-Dollar Market.

NIELSEN Report number two shows WKRG-TV leading in every department . . . covering 33 to 26 counties for Station "X", with 45,000 extra homes in Channel 5's area.

A. R. B. (Feb., '57) WKRG-TV leads 281 to 150 in measured quarter-hour segments. At night, the lead is 139 to 59!

PULSE Telepulse (Sept., '56) shows WKRG-TV leading in 275 quarter-hours to 171 for Station "X".

HERE'S THE BILLION-PLUS MARKET

Within the area of WKRG-TV's measurable audience lies 1,258,000 people . . . 336,000 families with a Consumer Spendable Income of $1,467,000,000 and Total Retail Sales of $1,060,054,000 (all based on latest published SRDS figures).

Even if ratings were equal, which they aren't, here is the Coverage-Bonus WKRG-TV gives you in Big, Billion-Dollar Mobile:

	Population	Total Families	C.S.I.	T.R.S.
WKRG-TV	1,258,000	336,000	$1,467,000,000	$1,060,000,000
Sta. "X"	1,087,000	290,000	1,316,000,000	954,000.000
Bonus	161,000	46,000	$ 151,000,000	$ 106,000,000

Channel 5 CBS

WKRG-TV

Reps: Avery-Knodel

CBS Radio: $1.5 Million Gross Signed in New, Renewal Business

The signing by CBS Radio of four advertisers for new and renewal business amounting to more than $1.5 million in gross billings has been announced by John Karol, vice president in charge of network sales.

Philip Morris Inc. has expanded *Philip Morris Country Music Show* from a lineup of 70 stations to the full network, transferring the program to Sunday (9:05-9:30 p.m.) starting Oct. 6. The agency is N. W. Ayer & Son, New York. United Motors Service Division, General Motors Corp. (Delco batteries), through Campbell-Ewald, Detroit, has renewed *Lowell Thomas and the News* (Mon.-Fri., 6:45-7 p.m.). New business came from Campana Sales Co., through Erwin, Wasey Co., Chicago, which ordered one weekly "Impact" segment for 26 weeks starting Oct. 5 and H. J. Heinz Co., through Maxon Inc., New York, which purchased 10-weekly "Impact" segments for three weeks starting this Friday.

Benrus Watch Signs With MBS For Saturation Newscast Drive

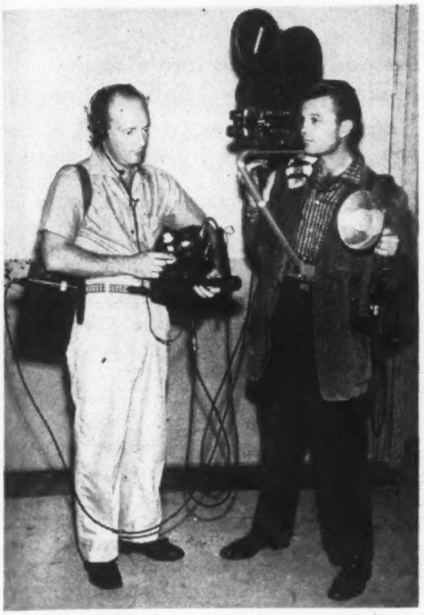
Benrus Watch Co., New York, last week signed a saturation newscast campaign with Mutual Broadcasting System, but not until after a "misunderstanding" had been corrected. Early in the week, MBS received a letter of intent from Lennen & Newell, Benrus' agency, ordering 100 eight-second adjacencies per week on MBS daytime newscasts to begin Oct. 21, with instructions not to announce the purchase until the client had confirmed it. When the news leaked, Benrus officials denied having placed a firm order, then said they had canceled the letter "at 4:30 p.m. Tuesday."

By Thursday, however, Benrus let it be known that it was meeting at Lennen & Newell with top-echelon MBS brass to "renegotiate" the contract. At 6:05 p.m. Thursday, MBS and Benrus confirmed the campaign. The pre-Christmas push, however, originally scheduled for kickoff in late October, now won't start until Nov. 4 and will run as planned through Dec. 22.

White Heads ABN National Sales

John H. White, for two years spot sales manager for Ziv Television Programs central division, has been appointed national sales manager of the American Broadcasting Network, according to Thomas C. Harrison, vice president in charge of sales for ABN. Mr. White was an account executive for Ziv's St. Louis office before becoming central division spot sales manager for Ziv. Prior to that he was an account executive with KMOX St. Louis.

MR. WHITE



SOUNDMAN Ted Mann (l) and cameraman Gene Barnes of NBC News, Los Angeles, show a new portable sound-camera unit they perfected. Conversion of a regular Auricon 100 to handle 400 ft. of film enables them to shoot 10 minutes of film. The camera is joined to a small, light sound amplifier and power pack. The addition of a brace to support the camera makes the whole unit completely portable.

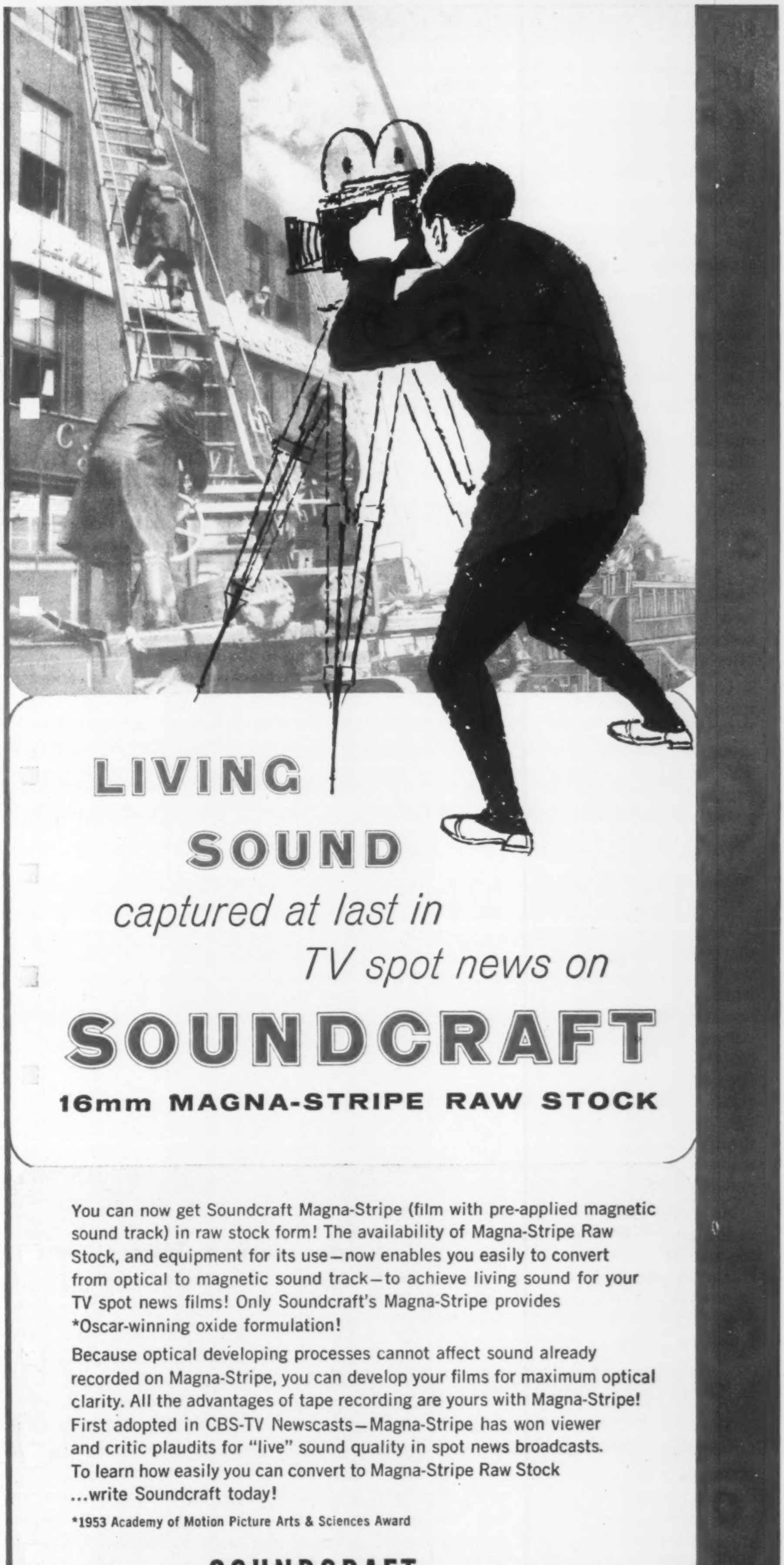
Five Advertisers Sign To Sponsor ABN Programs

Plough Inc., Campana Sales Co., H. J. Heinz, Rust Craft Publishers and Sleep-Eze Co., signed for sponsorships of American Broadcasting Network programs last week, according to Thomas C. Harrison, ABN vice president in charge of sales.

Plough (Musterole, St. Joseph aspirin, Dr. Edwards' olive tablets, Zemo ointment and Liquid and Mistol Mist) signed to sponsor 11:30 a.m. newscasts, Tuesday-Friday, Oct. 1-11; Monday-Friday, starting Oct. 14, and Monday, Wednesday and Friday, effective March 17, 1958, as well as newscasts at 2 p.m. on Wednesday and Friday beginning Oct. 16 and the 3 p.m. newscast on Thursdays and Fridays effective Jan. 9, 1958. Agency is Lake-Spiro-Shurman, Memphis.

Campana (Ayds) through Erwin, Wasey & Co., renewed its segment of Don McNeill's *Breakfast Club* effective Monday. Heinz, for its soups, is first sponsor to sign for *Jim Reeves Show* (Mon.-Fri. 1-2 p.m.) with one segment a week. Heinz also will sponsor a segment each of *Breakfast Club* and *Herb Oscar Anderson Show.* Heinz agency is Maxon Inc.

Rust Craft signed for a segment a week of *Breakfast Club* beginning Nov. 6 through Chambers & Wiswell Inc., in behalf of its greeting cards. Sleep-Eze, through Mottl & Siteman Adv., signed for two segments of *Breakfast Club* starting Oct. 4 in behalf of its sleeping tablet.



LIVING SOUND

captured at last in TV spot news on

SOUNDCRAFT

16mm MAGNA-STRIPE RAW STOCK

You can now get Soundcraft Magna-Stripe (film with pre-applied magnetic sound track) in raw stock form! The availability of Magna-Stripe Raw Stock, and equipment for its use—now enables you easily to convert from optical to magnetic sound track—to achieve living sound for your TV spot news films! Only Soundcraft's Magna-Stripe provides *Oscar-winning oxide formulation!

Because optical developing processes cannot affect sound already recorded on Magna-Stripe, you can develop your films for maximum optical clarity. All the advantages of tape recording are yours with Magna-Stripe! First adopted in CBS-TV Newscasts—Magna-Stripe has won viewer and critic plaudits for "live" sound quality in spot news broadcasts. To learn how easily you can convert to Magna-Stripe Raw Stock ...write Soundcraft today!

*1953 Academy of Motion Picture Arts & Sciences Award

REEVES SOUNDCRAFT CORPORATION

10 E. 52nd St., New York 22, N. Y. • West Coast: 338 N. La Brea, L. A. 36, California

WORLD'S LEADING MANUFACTURER OF RECORDING FILMS

UA Reveals Overseas, Non-Movie Tv Plans

United Artists Corp., New York, made known last week its intentions to enter (a) the foreign tv market with its two packages of post-1948 theatrical films and (b) the business of non-theatrical film syndication and/or program distribution.

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MR. KINGSLEY

MR. SHAW

Three Promoted, Ten Added In Ziv Tv Programs Expansion

Addition of 10 salesmen to the Ziv Television Programs Inc. staff and the promotion of three executives were announced last week by M. J. Rifkin, vice president in charge of sales, as part of a major expansion program [CLOSED CIRCUIT, Sept. 16].

Walter Kingsley, sales manager of Ziv tv's national sales department, has been appointed to the newly-created post of general sales manager of the syndication department under Mr. Rifkin. Succeeding Mr. Kingsley as sales manager of national sales is James Shaw, central division sales manager of national sales. Jerry Kirby, an account executive in the national sales department, has been promoted to Mr. Shaw's former post.

Mr. Rifkin reported that these three promotions have been accompanied by an expansion in the Ziv tv sales organization in the past two weeks, including the addition of 10 salesmen. They are: Tom Burkhart, John Cameron and James Parker, assigned to eastern division syndication sales; Walter Miller, Paul Weiss, Larry Bastian, R. J. Bidwell, Elmer Bieser, Floyd Dahlke and Bud Donnelly, central division sales. Mr. Rifkin said other appointments will be announced shortly.

The expansion program is being undertaken to make possible "greater service, information and direct contact with advertisers and stations in every part of the country," Mr. Rifkin said.

Three to Make 'Tussaud' Series

Robert Siodmak, Jules Buck and British film producer Charles Reynolds have acquired television rights from the famed London wax museum, Madame Tussaud's Ltd., for a new television film series, *Robert Siodmak Presents Madame Tussaud,* according to Mr. Reynolds. Initial filming of the 39 episode series is planned for early 1958 in England and on the Continent, Mr. Reynolds said, noting that this is the first time in its 200-year history the museum has lent its name and made its files available to an outside commercial venture. The series will be under the sales supervision of Don Getz. Mr. Siodmak and Mr. Buck currently are in London filming ABC-TV's *O.S.S.* (Thurs. 9:30-10 P.M.), which will be aired this fall.

Bonded Film Storage Group Makes Personnel, Other Changes

Bonded Film Storage Co., New York, and four of its subsidiaries have announced a "complete streamlining in all departments, including changes in procedure, shifts of personnel and major alterations to the home office" (630 Ninth Ave.), due to "tremendous growth in a short time," according to Chester M. Ross, president. The firm stores film for the networks, producers, distributors, industrial film producers, museums, advertising agencies and laboratories.

Bonded Tv Film Service Co., one of the subsidiaries affected by the "streamlining," ships, examines, stores, routes and expedites filmed programs and commercials and inserts commercials in film packages. It also handles spot commercials for agencies. Teleshippers, another subsidiary affected, combines shipments from various distributors to one television station into bulk shipments and receives the used film in bulk shipments from the stations, saving the stations sizable sums in transportation costs, Mr. Ross said. He added that more than 70% of all television film used in the U. S. passes through this organization. Other subsidiaries affected by the changes are Video Expediters Inc. and Bonded Film Distributors.

Mr. Ross remains as president of all the companies with Emanuel Kandel retaining the post of vice president. Benjamin Kandel becomes supervisor of the warehouse operations division of all companies. Aaron Rey is manager of all city operations. In the new control section, Seymour Lisker becomes controller for all 35 mm work and Carl Feuer is controller for 16 mm and television operations.

Caribe Films Formed in P. R.

Formation of Caribe Films Inc., said to be the first film producing company in Puerto Rico designed for stateside service, has been announced by Juan Viguie Jr. of Puerto Rico, president, and Paul Fanning of New York, executive vice president, art director and in charge of stateside operations. The company offers both complete package service and special services at a saving of 20% or more over mainland production costs, according to Mr. Fanning. The studio is located at Hato Rey, suburb of San Juan, with fully equipped labs and editorial and projection rooms. The New York office is 334 W. 12th St., New York. Telephone: Oregon 5-0209.

Firm to Make Films for Insurance

Formation of Insurance Films Productions Inc., to specialize in the production of films for the insurance business, has been announced by Martin Hersh of Universal Recorders, president of the new firm. Charles Brown, former vice president of Bing Crosby Enterprises, will be vice president in charge of sales and promotion. Ed H. Leftwich of Emperor Productions will be vice president in charge of production. Martin Ross, Emperor president, will be secretary. The new company will have offices at 6757 Hollywood Blvd., Hollywood. Telephone: Hollywood 9-8282.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN AUGUST

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [*advertiser*] *Theatre) for real program names.*

NEW YORK *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*All Star Theatre*	(Screen Gems)	Tues. 10:30	WRCA-TV	9.7
2.	*Highway Patrol*	(Ziv)	Mon. 7:00	WRCA-TV	9.1
3.	*Death Valley Days*	(McC-E)	Wed. 7:00	WRCA-TV	8.3
4.	*Men of Annapolis*	(Ziv)	Tues. 10:30	WABC-TV	7.5
5.	*Public Defender*	(Interstate)	Mon. 10:00	WPIX	6.6
6.	*My Little Margie*	(Official)	Mon.-Fri. 9:30 a.m.	WCBS-TV	6.4
7.	*Code 3*	(ABC Film)	Mon. 10:30	WRCA-TV	6.1
8.	*Whirlybirds*	(CBS Film)	Thurs. 7:30	WPIX	5.7
9.	*Federal Men*	(MCA-Tv)	Wed. 10:00	WPIX	5.6
9.	*Gangbusters*	(RKO Teleradio)	Sun. 5:00	WABD	5.6
9.	*Last of Mohicans*	(TPA)	Fri. 10:30	WABC-TV	5.6
10.	*Guy Lombardo*	(MCA-Tv)	Thurs. 7:00	WRCA-TV	5.5

LOS ANGELES *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*San Fran. Beat*	(CBS Film)	Sat. 9:30	KTTV	13.2
2.	*O. Henry Playhouse*	(Gross-Krasne)	Mon. 8:30	KHJ-TV	13.1
3.	*Search For Adven.*	(Bagnall)	Thurs. 7:00	KCOP	12.8
4.	*Highway Patrol*	(Ziv)	Mon. 9:00	KTTV	12.3
5.	*State Trooper*	(MCA-Tv)	Mon. 8:00	KHJ-TV	10.8
6.	*Confidential File*	(Guild)	Mon. 9:30	KTTV	10.5
7.	*Men of Annapolis*	(Ziv)	Thurs. 7:30	KNXT	10.4
8.	*Sheriff of Cochise*	(NTA)	Tues. 9:30	KTTV	9.6
9.	*Sheriff of Cochise*	(NTA)	Sat. 7:30	KTTV	9.2
10.	*Dick Powell*	(Official)	Fri. 10:00	KNXT	9.0

CHICAGO *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*State Trooper*	(MCA-Tv)	Wed. 9:30	WNBQ	16.0
2.	*Man Called X*	(Ziv)	Mon. 9:00	WGN-TV	14.5
3.	*Death Valley Days*	(McC-E)	Mon. 9:30	WNBQ	14.2
4.	*Sheriff of Cochise*	(NTA)	Sat. 7:30	WBBM-TV	13.3
5.	*City Detective*	(MCA-Tv)	Fri. 9:30	WGN-TV	12.5
5.	*Highway Patrol*	(Ziv)	Fri. 8:00	WGN-TV	12.5
6.	*Silent Service*	(NBC Film)	Tues. 9:30	WNBQ	12.2
7.	*Racket Squad*	(ABC Film)	Tues. 8:30	WGN-TV	10.9
8.	*Code 3*	(ABC Film)	Fri. 9:30	WBKB	10.7
8.	*Men of Annapolis*	(Ziv)	Mon. 9:30	WGN-TV	10.7
8.	*Secret Journal*	(MCA-Tv)	Sat. 10:00	WNBQ	10.7
9.	*San Fran. Beat*	(CBS Film)	Tues. 9:00	WGN-TV	10.4
9.	*Susie*	(TPA)	Sat. 9:30	WBKB	10.4

WASHINGTON *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Sat. 7:00	WTOP-TV	14.1
2.	*Silent Service*	(NBC Film)	Tues. 10:30	WTOP-TV	13.9
3.	*Golden Playhouse*	(Official)	Sun. 10:30	WRC-TV	10.6
4.	*Stories of Century*	(H-Tv)	Sat. 6:30	WTOP-TV	9.7
5.	*Men of Annapolis*	(Ziv)	Tues. 7:00	WTOP-TV	9.6
6.	*Favorite Story*	(Ziv)	Fri. 10:30	WMAL-TV	8.3
6.	*Lone Wolf*	(MCA-Tv)	Tues. 10:30	WRC-TV	8.3
7.	*Studio 57*	(MCA-Tv)	Mon. 10:30	WMAL-TV	7.3
8.	*Victory At Sea*	(NBC Film)	Sun. 10:30	WMAL-TV	6.9
9.	*Favorite Story*	(Ziv)	Mon. 9:30	WMAL-TV	6.8
10.	*Star And Story*	(Official)	Wed. 10:30	WRC-TV	6.6

MINNEAPOLIS-ST. PAUL *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Sheriff of Cochise*	(NTA)	Sat. 9:30	WCCO-TV	21.2
1.	*State Trooper*	(MCA-Tv)	Tues. 9:30	KSTP-TV	21.2
2.	*O. Henry Playhouse*	(Gross-Krasne)	Sun. 9:30	KSTP-TV	15.2
3.	*Highway Patrol*	(Ziv)	Thurs.10:30	KSTP-TV	11.0
4.	*Championship Bowling*	(Schwimmer)	Sun. 1:00	WCCO-TV	10.4
4.	*Studio 57*	(MCA-Tv)	Wed. 9:30	KSTP-TV	10.4
5.	*Death Valley Days*	(McC-E)	Sat. 6:00	WCCO-TV	9.6
6.	*Secret Journal*	(MCA-Tv)	Fri. 7:30	KSTP-TV	9.1
6.	*Waterfront*	(MCA-Tv)	Fri. 10:30	KSTP-TV	9.1
7.	*Secret Journal*	(MCA-Tv)	Tues. 9:00	KSTP-TV	8.9
7.	*Superman*	(Flamingo)	Sun. 4:30	WCCO-TV	8.9
8.	*Racket Squad*	(ABC Film)	Sat. 10:30	KSTP-TV	8.8
9.	*Science Fict. Theatre*	(Ziv)	Mon.-Sat. 8:30	KMGM-TV	7.6
10.	*Susie*	(TPA)	Mon.-Fri. 4:30	KSTP-TV	7.5

SEATTLE-TACOMA *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Search For Adven.*	(Bagnall)	Wed. 7:00	KING-TV	35.5
2.	*Death Valley Days*	(McC-E)	Thurs. 8:00	KOMO-TV	28.3
3.	*Whirlybirds*	(CBS Film)	Thurs. 8:30	KING-TV	25.9
4.	*Highway Patrol*	(Ziv)	Thurs. 7:00	KOMO-TV	24.5
4.	*Silent Service*	(NBC Film)	Wed. 7:30	KING-TV	24.5
5.	*Sheriff of Cochise*	(NTA)	Mon. 7:00	KING-TV	24.1
6.	*Capt. David Grief*	(Guild)	Sun. 8:30	KING-TV	22.2
7.	*Soldiers of Fort.*	(MCA-Tv)	Sun. 8:00	KING-TV	21.6
8.	*Code 3*	(ABC Film)	Sun. 10:00	KING-TV	20.2
8.	*Man Behind Badge*	(MCA-Tv)	Mon. 9:00	KTNT	20.2
9.	*Superman*	(Flamingo)	Tues. 6:00	KING-TV	17.8
10.	*Badge 714*	(NBC Film)	Sun. 9:30	KING-TV	17.7

CLEVELAND *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Silent Service*	(NBC Film)	Sat. 10:30	WJW-TV	25.0
2.	*Sheriff of Cochise*	(NTA)	Sun. 10:30	KYW-TV	24.4
3.	*Mr. D. A.*	(Ziv)	Tues. 10:00	KYW-TV	22.8
4.	*Highway Patrol*	(Ziv)	Tues. 10:30	WJW-TV	18.1
5.	*Heart of City*	(MCA-Tv)	Fri. 10:30	WJW-TV	17.5
6.	*State Trooper*	(MCA-Tv)	Mon. 10:30	KYW-TV	17.3
7.	*Men of Annapolis*	(Ziv)	Wed. 10:30	KYW-TV	13.6
8.	*Soldiers of Fort.*	(MCA-Tv)	Tues. 10:30	KYW-TV	12.5
9.	*City Detective*	(MCA-Tv)	Sat. 7:00	KYW-TV	12.4
10.	*Frontier Doctor*	(H-Tv)	Mon. 7:00	KYW-TV	10.5

ATLANTA *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Badge 714*	(NBC Film)	Tues. 10:00	WSB-TV	17.4
2.	*Mystery Is Business*	(TPA)	Sat. 9:30	WAGA-TV	17.0
3.	*Highway Patrol*	(Ziv)	Fri. 10:00	WAGA-TV	16.1
4.	*State Trooper*	(MCA-Tv)	Wed. 10:00	WAGA-TV	15.8
5.	*Science Fict. Theatre*	(Ziv)	Tues. 9:30	WAGA-TV	15.7
6.	*Sheriff of Cochise*	(NTA)	Wed. 10:00	WSB-TV	14.5
7.	*Soldiers of Fort.*	(MCA-Tv)	Mon. 10:00	WAGA-TV	12.2
8.	*O. Henry Playhouse*	(Gross-Krasne)	Tues. 9:30	WSB-TV	12.0
9.	*Susie*	(TPA)	Mon. 10:00	WSB-TV	11.7
10.	*My Little Margie*	(Official)	M-F 4:30	WSB-TV	11.3

COLUMBUS *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues. 9:30	WBNS-TV	34.5
2.	*Last of Mohicans*	(TPA)	Sat. 9:30	WBNS-TV	28.7
3.	*Death Valley Days*	(McC-E)	Sun. 8:30	WBNS-TV	26.0
4.	*Frontier Doctor*	(H-Tv)	Fri. 9:30	WTVN-TV	25.1
5.	*State Trooper*	(MCA-Tv)	Mon. 9:30	WTVN-TV	21.1
6.	*Men of Annapolis*	(Ziv)	Fri. 8:30	WBNS-TV	17.0
7.	*Man Behind Badge*	(MCA-Tv)	Tues. 10:00	WLWC	16.8
8.	*Sheriff of Cochise*	(NTA)	Fri. 9:00	WTVN-TV	15.9
9.	*Frontier*	(NBC Film)	Thurs.10:00	WTVN-TV	15.2
10.	*Annie Oakley*	(CBS Film)	Thurs. 6:00	WBNS-TV	14.5
10.	*Code 3*	(ABC Film)	Mon. 10:00	WLWC	14.5

BOSTON *two-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Secret Journal*	(MCA-Tv)	Tues. 10:30	WNAC-TV	22.9
2.	*State Trooper*	(MCA-Tv)	Sun. 10:30	WNAC-TV	22.8
3.	*Waterfront*	(MCA-Tv)	Sun. 7:00	WNAC-TV	21.5
4.	*State Trooper*	(MCA-Tv)	Fri. 10:30	WNAC-TV	19.4
5.	*Count of Monte Cristo*	(TPA)	Tues. 8:30	WNAC-TV	15.6
6.	*Studio 57*	(MCA-Tv)	Tues. 10:30	WBZ-TV	14.5
7.	*Highway Patrol*	(Ziv)	Wed. 10:30	WBZ-TV	14.0
7.	*I Led 3 Lives*	(Ziv)	Wed. 7:30	WNAC-TV	14.0
8.	*The Falcon*	(NBC Film)	Wed. 8:00	WNAC-TV	13.6
9.	*Combat Sergeant*	(NTA)	Sat. 8:30	WNAC-TV	13.4
10.	*City Detective*	(MCA-Tv)	Fri. 11:05	WNAC-TV	13.1
10.	*Star Performance*	(Official)	Sun. 10:30	WBZ-TV	13.1

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Three Promoted, Ten Added In Ziv Tv Programs Expansion

Addition of 10 salesmen to the Ziv Television Programs Inc. staff and the promotion of three executives were announced last week by M. J. Rifkin, vice president in charge of sales, as part of a major expansion program [CLOSED CIRCUIT, Sept. 16].

Walter Kingsley, sales manager of Ziv tv's national sales department, has been appointed to the newly-created post of general sales manager of the syndication department under Mr. Rifkin. Succeeding Mr. Kingsley as sales manager of national sales is James Shaw, central division sales manager of national sales. Jerry Kirby, an account executive in the national sales department, has been promoted to Mr. Shaw's former post.

Mr. Rifkin reported that these three promotions have been accompanied by an expansion in the Ziv tv sales organization in the past two weeks, including the addition of 10 salesmen. They are: Tom Burkhart, John Cameron and James Parker, assigned to eastern division syndication sales; Walter Miller, Paul Weiss, Larry Bastian, R. J. Bidwell, Elmer Bieser, Floyd Dahlke and Bud Donnelly, central division sales. Mr. Rifkin said other appointments will be announced shortly.

The expansion program is being undertaken to make possible "greater service, information and direct contact with advertisers and stations in every part of the country," Mr. Rifkin said.

Three to Make 'Tussaud' Series

Robert Siodmak, Jules Buck and British film producer Charles Reynolds have acquired television rights from the famed London wax museum, Madame Tussaud's Ltd., for a new television film series, *Robert Siodmak Presents Madame Tussaud,* according to Mr. Reynolds. Initial filming of the 39 episode series is planned for early 1958 in England and on the Continent, Mr. Reynolds said, noting that this is the first time in its 200-year history the museum has lent its name and made its files available to an outside commercial venture. The series will be under the sales supervision of Don Getz. Mr. Siodmak and Mr. Buck currently are in London filming ABC-TV's *O.S.S.* (Thurs. 9:30-10 P.M.), which will be aired this fall.

Bonded Film Storage Group Makes Personnel, Other Changes

Bonded Film Storage Co., New York, and four of its subsidiaries have announced a "complete streamlining in all departments, including changes in procedure, shifts of personnel and major alterations to the home office" (630 Ninth Ave.), due to "tremendous growth in a short time," according to Chester M. Ross, president. The firm stores film for the networks, producers, distributors, industrial film producers, museums, advertising agencies and laboratories.

Bonded Tv Film Service Co., one of the subsidiaries affected by the "streamlining," ships, examines, stores, routes and expedites filmed programs and commercials and inserts commercials in film packages. It also handles spot commercials for agencies. Teleshippers, another subsidiary affected, combines shipments from various distributors to one television station into bulk shipments and receives the used film in bulk shipments from the stations, saving the stations sizable sums in transportation costs, Mr. Ross said. He added that more than 70% of all television film used in the U. S. passes through this organization. Other subsidiaries affected by the changes are Video Expediters Inc. and Bonded Film Distributors.

Mr. Ross remains as president of all the companies with Emanuel Kandel retaining the post of vice president. Benjamin Kandel becomes supervisor of the warehouse operations division of all companies. Aaron Rey is manager of all city operations. In the new control section, Seymour Lisker becomes controller for all 35 mm work and Carl Feuer is controller for 16 mm and television operations.

Caribe Films Formed in P. R.

Formation of Caribe Films Inc., said to be the first film producing company in Puerto Rico designed for stateside service, has been announced by Juan Viguie Jr. of Puerto Rico, president, and Paul Fanning of New York, executive vice president, art director and in charge of stateside operations. The company offers both complete package service and special services at a saving of 20% or more over mainland production costs, according to Mr. Fanning. The studio is located at Hato Rey, suburb of San Juan, with fully equipped labs and editorial and projection rooms. The New York office is 334 W. 12th St., New York. Telephone: Oregon 5-0209.

Firm to Make Films for Insurance

Formation of Insurance Films Productions Inc., to specialize in the production of films for the insurance business, has been announced by Martin Hersh of Universal Recorders, president of the new firm. Charles Brown, former vice president of Bing Crosby Enterprises, will be vice president in charge of sales and promotion. Ed H. Leftwich of Emperor Productions will be vice president in charge of production. Martin Ross, Emperor president, will have be secretary. The new company will have offices at 6757 Hollywood Blvd., Hollywood. Telephone: Hollywood 9-8282.

THE 10 TOP FILMS IN 10 MAJOR MARKETS

AS RATED BY ARB IN AUGUST

FROM the monthly audience surveys of American Research Bureau, B•T each month lists the 10 top rated syndicated film programs in 10 major markets, selected to represent all parts of the country with various degrees of competition. Despite all precautions, occasional errors will occur in these tables, due to use of the same program name for both a syndicated and a network series and the practice of some stations of substituting local titles (such as [*advertiser*] *Theatre) for real program names.*

NEW YORK *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*All Star Theatre*	(Screen Gems)	Tues. 10:30	WRCA-TV	9.7
2.	*Highway Patrol*	(Ziv)	Mon. 7:00	WRCA-TV	9.1
3.	*Death Valley Days*	(McC-E)	Wed. 7:00	WRCA-TV	8.3
4.	*Men of Annapolis*	(Ziv)	Tues. 10:30	WABC-TV	7.5
5.	*Public Defender*	(Interstate)	Mon. 10:00	WPIX	6.6
6.	*My Little Margie*	(Official)	Mon.-Fri. 9:30 a.m.	WCBS-TV	6.4
7.	*Code 3*	(ABC Film)	Mon. 10:30	WRCA-TV	6.1
8.	*Whirlybirds*	(CBS Film)	Thurs. 7:30	WPIX	5.7
9.	*Federal Men*	(MCA-Tv)	Wed. 10:00	WPIX	5.6
9.	*Gangbusters*	(RKO Teleradio)	Sun. 5:00	WABD	5.6
9.	*Last of Mohicans*	(TPA)	Fri. 10:30	WABC-TV	5.6
10.	*Guy Lombardo*	(MCA-Tv)	Thurs. 7:00	WRCA-TV	5.5

LOS ANGELES *seven-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*San Fran. Beat*	(CBS Film)	Sat. 9:30	KTTV	13.2
2.	*O. Henry Playhouse*	(Gross-Krasne)	Mon. 8:30	KHJ-TV	13.1
3.	*Search For Adven.*	(Bagnall)	Thurs. 7:00	KCOP	12.8
4.	*Highway Patrol*	(Ziv)	Mon. 9:00	KTTV	12.3
5.	*State Trooper*	(MCA-Tv)	Mon. 8:00	KHJ-TV	10.8
6.	*Confidential File*	(Guild)	Mon. 9:30	KTTV	10.5
7.	*Men of Annapolis*	(Ziv)	Thurs. 7:30	KNXT	10.4
8.	*Sheriff of Cochise*	(NTA)	Tues. 9:30	KTTV	9.6
9.	*Sheriff of Cochise*	(NTA)	Sat. 7:30	KTTV	9.2
10.	*Dick Powell*	(Official)	Fri. 10:00	KNXT	9.0

CHICAGO *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*State Trooper*	(MCA-Tv)	Wed. 9:30	WNBQ	16.0
2.	*Man Called X*	(Ziv)	Mon. 9:00	WGN-TV	14.5
3.	*Death Valley Days*	(McC-E)	Mon. 9:30	WNBQ	14.2
4.	*Sheriff of Cochise*	(NTA)	Sat. 7:30	WBBM-TV	13.3
5.	*City Detective*	(MCA-Tv)	Fri. 9:30	WGN-TV	12.5
5.	*Highway Patrol*	(Ziv)	Fri. 8:00	WGN-TV	12.5
6.	*Silent Service*	(NBC Film)	Tues. 9:30	WNBQ	12.2
7.	*Racket Squad*	(ABC Film)	Tues. 8:30	WGN-TV	10.9
8.	*Code 3*	(ABC Film)	Fri. 9:30	WBKB	10.7
8.	*Men of Annapolis*	(Ziv)	Mon. 9:30	WGN-TV	10.7
8.	*Secret Journal*	(MCA-Tv)	Sat. 10:00	WNBQ	10.7
9.	*San Fran. Beat*	(CBS Film)	Tues. 9:00	WGN-TV	10.4
9.	*Susie*	(TPA)	Sat. 9:30	WBKB	10.4

WASHINGTON *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Sat. 7:00	WTOP-TV	14.1
2.	*Silent Service*	(NBC Film)	Tues. 10:30	WTOP-TV	13.9
3.	*Golden Playhouse*	(Official)	Sun. 10:30	WRC-TV	10.6
4.	*Stories of Century*	(H-Tv)	Sat. 6:30	WTOP-TV	9.7
5.	*Men of Annapolis*	(Ziv)	Tues. 7:00	WTOP-TV	9.6
6.	*Favorite Story*	(Ziv)	Fri. 10:30	WMAL-TV	8.3
6.	*Lone Wolf*	(MCA-Tv)	Tues. 10:30	WRC-TV	8.3
7.	*Studio 57*	(MCA-Tv)	Mon. 10:30	WMAL-TV	7.3
8.	*Victory At Sea*	(NBC Film)	Sun. 10:30	WMAL-TV	6.9
9.	*Favorite Story*	(Ziv)	Mon. 9:30	WMAL-TV	6.8
10.	*Star And Story*	(Official)	Wed. 10:30	WRC-TV	6.6

MINNEAPOLIS-ST. PAUL *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Sheriff of Cochise*	(NTA)	Sat. 9:30	WCCO-TV	21.2
1.	*State Trooper*	(MCA-Tv)	Tues. 9:30	KSTP-TV	21.2
2.	*O. Henry Playhouse*	(Gross-Krasne)	Sun. 9:30	KSTP-TV	15.2
3.	*Highway Patrol*	(Ziv)	Thurs.10:30	KSTP-TV	11.0
4.	*Championship Bowling*	(Schwimmer)	Sun. 1:00	WCCO-TV	10.4
4.	*Studio 57*	(MCA-Tv)	Wed. 9:30	KSTP-TV	10.4
5.	*Death Valley Days*	(McC-E)	Sat. 6:00	WCCO-TV	9.6
6.	*Secret Journal*	(MCA-Tv)	Fri. 7:30	KSTP-TV	9.1
6.	*Waterfront*	(MCA-Tv)	Fri. 10:30	KSTP-TV	9.1
7.	*Secret Journal*	(MCA-Tv)	Tues. 9:00	KSTP-TV	8.9
7.	*Superman*	(Flamingo)	Sun. 4:30	WCCO-TV	8.9
8.	*Racket Squad*	(ABC Film)	Sat. 10:30	KSTP-TV	8.8
9.	*Science Fict. Theatre*	(Ziv)	Mon.-Sat. 8:30	KMGM-TV	7.6
10.	*Susie*	(TPA)	Mon.-Fri. 4:30	KSTP-TV	7.5

SEATTLE-TACOMA *four-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Search For Adven.*	(Bagnall)	Wed. 7:00	KING-TV	35.5
2.	*Death Valley Days*	(McC-E)	Thurs. 8:00	KOMO-TV	28.3
3.	*Whirlybirds*	(CBS Film)	Thurs. 8:30	KING-TV	25.9
4.	*Highway Patrol*	(Ziv)	Thurs. 7:00	KOMO-TV	24.5
4.	*Silent Service*	(NBC Film)	Wed. 7:30	KING-TV	24.5
5.	*Sheriff of Cochise*	(NTA)	Mon. 7:00	KING-TV	24.1
6.	*Capt. David Grief*	(Guild)	Sun. 8:30	KING-TV	22.2
7.	*Soldiers of Fort.*	(MCA-Tv)	Sun. 8:00	KING-TV	21.6
8.	*Code 3*	(ABC Film)	Sun. 10:00	KING-TV	20.2
8.	*Man Behind Badge*	(MCA-Tv)	Mon. 9:00	KTNT	20.2
9.	*Superman*	(Flamingo)	Tues. 6:00	KING-TV	17.8
10.	*Badge 714*	(NBC Film)	Sun. 9:30	KING-TV	17.7

CLEVELAND *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Silent Service*	(NBC Film)	Sat. 10:30	WJW-TV	25.0
2.	*Sheriff of Cochise*	(NTA)	Sun. 10:30	KYW-TV	24.4
3.	*Mr. D. A.*	(Ziv)	Tues. 10:00	KYW-TV	22.8
4.	*Highway Patrol*	(Ziv)	Tues. 10:30	WJW-TV	18.1
5.	*Heart of City*	(MCA-Tv)	Fri. 10:30	WJW-TV	17.5
6.	*State Trooper*	(MCA-Tv)	Mon. 10:30	KYW-TV	17.3
7.	*Men of Annapolis*	(Ziv)	Wed. 10:30	KYW-TV	13.6
8.	*Soldiers of Fort.*	(MCA-Tv)	Tues. 10:30	KYW-TV	12.5
9.	*City Detective*	(MCA-Tv)	Sat. 7:00	KYW-TV	12.4
10.	*Frontier Doctor*	(H-Tv)	Mon. 7:00	KYW-TV	10.5

ATLANTA *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Badge 714*	(NBC Film)	Tues. 10:00	WSB-TV	17.4
2.	*Mystery Is Business*	(TPA)	Sat. 9:30	WAGA-TV	17.0
3.	*Highway Patrol*	(Ziv)	Fri. 10:00	WAGA-TV	16.1
4.	*State Trooper*	(MCA-Tv)	Wed. 10:00	WAGA-TV	15.8
5.	*Science Fict. Theatre*	(Ziv)	Tues. 9:30	WAGA-TV	15.7
6.	*Sheriff of Cochise*	(NTA)	Wed. 10:00	WSB-TV	14.5
7.	*Soldiers of Fort.*	(MCA-Tv)	Mon. 10:00	WAGA-TV	12.2
8.	*O. Henry Playhouse*	(Gross-Krasne)	Tues. 9:30	WSB-TV	12.0
9.	*Susie*	(TPA)	Mon. 10:00	WSB-TV	11.7
10.	*My Little Margie*	(Official)	M-F 4:30	WSB-TV	11.3

COLUMBUS *three-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Highway Patrol*	(Ziv)	Tues. 9:30	WBNS-TV	34.5
2.	*Last of Mohicans*	(TPA)	Sat. 9:30	WBNS-TV	28.7
3.	*Death Valley Days*	(McC-E)	Sun. 8:30	WBNS-TV	26.0
4.	*Frontier Doctor*	(H-Tv)	Fri. 9:30	WTVN-TV	25.1
5.	*State Trooper*	(MCA-Tv)	Mon. 9:30	WTVN-TV	21.1
6.	*Men of Annapolis*	(Ziv)	Fri. 8:30	WBNS-TV	17.0
7.	*Man Behind Badge*	(MCA-Tv)	Tues. 10:00	WLWC	16.8
8.	*Sheriff of Cochise*	(NTA)	Fri. 9:00	WTVN-TV	15.9
9.	*Frontier*	(NBC Film)	Thurs.10:00	WTVN-TV	15.2
10.	*Annie Oakley*	(CBS Film)	Thurs. 6:00	WBNS-TV	14.5
10.	*Code 3*	(ABC Film)	Mon. 10:00	WLWC	14.5

BOSTON *two-station market*

Rank	Program	Distr.	Day & Time	Sta.	Rating
1.	*Secret Journal*	(MCA-Tv)	Tues. 10:30	WNAC-TV	22.9
2.	*State Trooper*	(MCA-Tv)	Sun. 10:30	WNAC-TV	22.8
3.	*Waterfront*	(MCA-Tv)	Sun. 7:00	WNAC-TV	21.5
4.	*State Trooper*	(MCA-Tv)	Fri. 10:30	WNAC-TV	19.4
5.	*Count of Monte Cristo*	(TPA)	Tues. 8:30	WNAC-TV	15.6
6.	*Studio 57*	(MCA-Tv)	Tues. 10:30	WBZ-TV	14.5
7.	*Highway Patrol*	(Ziv)	Wed. 10:30	WBZ-TV	14.0
7.	*I Led 3 Lives*	(Ziv)	Wed. 7:30	WNAC-TV	14.0
8.	*The Falcon*	(NBC Film)	Wed. 8:00	WNAC-TV	13.6
9.	*Combat Sergeant*	(NTA)	Sat. 8:30	WNAC-TV	13.4
10.	*City Detective*	(MCA-Tv)	Fri. 11:05	WNAC-TV	13.1
10.	*Star Performance*	(Official)	Sun. 10:30	WBZ-TV	13.1

FPA Schedules Promotion For 'Keep-'Em-in-N. Y.' Drive

Film Producers Assn. of New York last week announced a schedule of promotional activities this fall designed to advance its campaign to encourage increased tv and theatrical film production in the east.

The first project the association is undertaking is the establishment of an Eastern Academy of Motion Picture Arts and Sciences. During the next few weeks, FPA's board of directors will meet with representatives of all branches of New York's film industry and set up a committee to work with the mayor's office and with Wallace A. Rose, FPA's public relation counsel, in the development of the eastern academy plan. By the end of October, it is expected that a complete report will have been submitted to the mayor by Leo A. Larkin, assistant corporation counsel of New York, who has been investigating ways in which the city can support the film industry there more effectively.

Other promotional activities FPA is planning this fall: the second annual tv workshop in mid-October, at which a presentation of experimental film footage of commercials will be made to an audience of agency executives; participation by the association in the television clinic of the American Assn. of Advertising Agencies on Nov. 20 and in the program of the Industrial Audio Visual Assn. Oct. 29.

FILM DISTRIBUTION

Association Films Inc., N. Y., is making available free to tv stations new 20-minute film, *Mainline, U. S. A.*, which points up importance of railroads to nation's economy in peacetime and for national defense. Film is presentation of Assn. of American Railroads.

FILM PRODUCTION

George Bagnall & Assoc. Inc., Hollywood, reports it is producing half-hour underwater adventure series starring Buster Crabbe, titled *Davy Jones*. Pilot of series is available for screening by advertisers and agencies.

Commodore Productions & Artists Inc., Hollywood, begins production on tv series, *No Escape*, taken from files of Hawaiian Police Dept.

FILM SALES

Screen Gems Inc., N. Y., announced last week that 27 stations have signed for its "Shock" package which contains 52 Universal Pictures' "horror" feature films. Among latest buyers are KFJZ-TV Fort Worth, WSB-TV Atlanta, KXLY-TV Spokane, Wash., KBTV (TV) Denver, KENS-TV San Antonio, Tex., WTVJ (TV) Miami and KVII (TV) Amarillo, Tex.

AAP reports that it has made new sales of its cartoon packages (both Warner Bros. and Popeyes) to six stations, pushing total markets to over 75 mark for each. WNEW-TV Bay City, Mich., reportedly made its second buy of Popeyes within year, while KLAS-TV Las Vegas, Nev., which had just bought Popeye package, added Warner cartoons. Other purchases: WSEE-TV Erie, Pa., Popeyes; WEEK-TV Peoria, Ill., both Popeyes and Warner Bros. cartoons, and KFDA-TV Amarillo, Tex., and WCNY-TV Watertown, N. Y., Warner cartoon package.

MCA-TV announces sale of its *State Trooper* series to Fort Howard Paper Co., Green Bay, Wis., for showing in that state in Madison, Green Bay and Wausau. Company also reports RKO Teleradio Inc. has renewed series for its owned-and-operated stations, KHJ-TV Los Angeles and WNAC-TV Boston.

Trans-Lux-Tv, N. Y., reported sale of Encyclopaedia Britannica film library to WKOW-TV Madison, Wis., for period of five years. Station will begin to use library on Oct. 1.

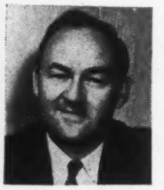
Telestar Films Inc., N. Y., reports sales of its half-hour film series, *White Hunter*, in 50 markets "representing more than $800,000 worth of business."

United Artists Corp. reports that WNBQ (TV) Chicago has purchased package of 65 feature films for telecast starting in October. Package includes 52 post-1952 features and 25 in color.

RANDOM SHOTS

Ziv Television Programs Inc., N. Y., reported last week that Character Merchandising Co., same city, was named to handle licensing arrangements for Ziv Tv's new film series, *Harbor Command*. Line of children's items, covering games and clothing, are to be made available at cost to programs' sponsors for premium and prize use.

Trans-Lux Television Corp. reports it acquired "Hill 24 Doesn't Answer," first major English language film produced in Israel, for tv release in U. S.


MR. KREGER

◄ **Wilding Picture Productions Inc.,** Chicago, announces establishment of creative marketing services department, with **Leon A. Kreger** appointed manager. Unit will work with general sales department and be responsible for research, analysis, recommendations and followup of creating and developing sales promotions, merchandising and training programs for Wilding clients on national basis. Mr. Kreger has been with Wilding since 1948 as creative writer and merchandising specialist.

Warner Bros. Pictures Inc. reports that its N. Y. home office will move into new quarters later this fall in Tishman Bldg., now being completed on Fifth Ave. & 53d St. Feature of building will be theatre, containing two projection booths—one for 35 mm film and other for 16 mm film.

Atlantic Television Corp., N. Y., reports it is changing name of its current offering of feature films from 10th Anniversary Package to "10th Birthday Package," in deference to American Broadcasting Network's *Anniversary Package.*

Muzak Sold to Wrather, Loeb for $4.3 Million

Muzak Corp., pioneer in the field of "wired radio" a quarter-century ago and today probably the largest purveyor of background music for restaurants, factories, offices and other non-home locations, has been purchased by Jack Wrather, broadcaster-industrialist of Texas and California, and John L. Loeb of the New York brokerage firm of Carl M. Loeb, Rhoades & Co., for $4,350,000 from William Benton, former U. S. Senator from Connecticut, and H. E. Houghton, president of Muzak Corp. Messrs. Loeb and Wrather will acquire 100% of the Muzak stock in the transaction.

In addition to the Muzak franchises of its musical services to 146 operators in the U. S., Canada and Europe, the new owners also will acquire WBFM (FM) New York, this part of the transaction being subject to FCC approval.

Muzak also owns its own tape recording plant in New York and a music library of more than 10,000 specially arranged and recorded selections, to which some 500 new numbers are added each year by Muzak's own arrangers and orchestras.

Negotiations between the principals were conducted by Edwin Tornberg of Allen Kander & Co., national media brokers.

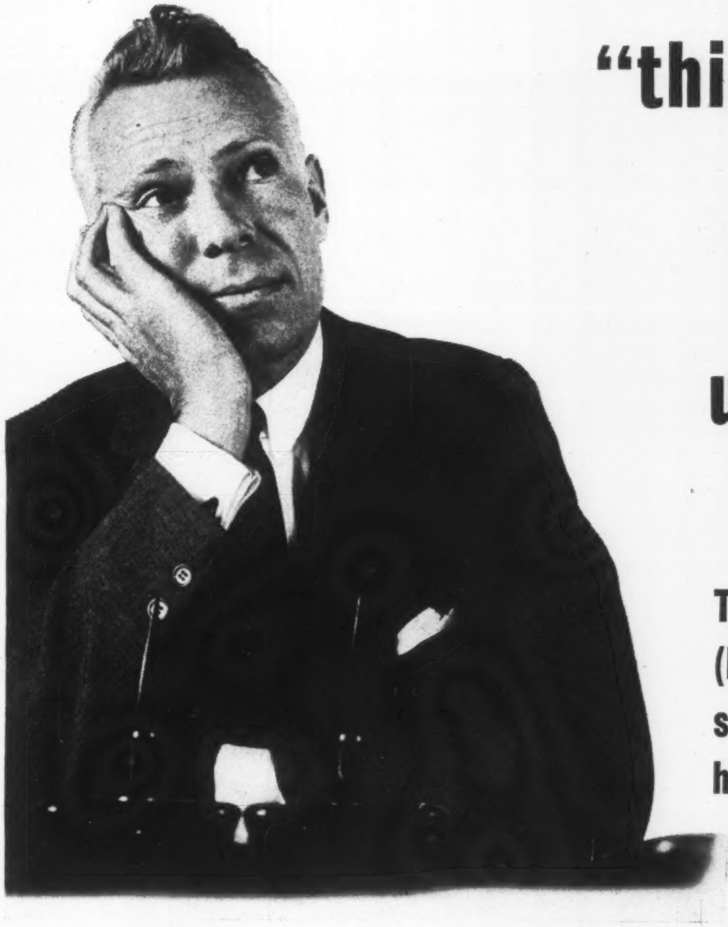
Commenting on the acquisition, Mr. Wrather said: "We believe the future of Muzak is limitless, not only in the field of background music, where we intend to work toward strengthening our franchisers' operations, but also in the area of electronic tape development for sound and television and in the utilization of its outstanding research facilities and talents for the development of hi-fi, audio communication and other electronic equipment for the public."

Mr. Wrather is president of KFMB-AM-TV San Diego and KERO-TV Bakersfield, both California, and owner of the radio-tv programs *Lone Ranger, Lassie* and *Sergeant Preston of the Yukon*. His non-broadcast interests include the Disneyland Hotel at Anaheim, Calif.

Sen. Benton, co-founder and former partner in the advertising agency, Benton & Bowles, said the principal reason for the sale of Muzak is to gain time for "politics and public service." He has been serving as board chairman of Encyclopaedia Brittannica and Encyclopaedia Brittanica Films and retains his ownership in those companies.

TNT Adds Canadian Theatres

Theatre Network Television announced last week that seven theatres in six cities in Canada have been added to the lineup that will carry the TNT closed-circuit telecast of the middleweight championship bout in New York tonight (Monday) between Ray Robinson and Carmen Basilio. Nathan L. Halpern, TNT president, said a total of 173 theatres in 130 cities have signed for the presentation, said to comprise the "largest closed-circuit network in history."



"things aren't what they used to be"

This sorrowful gentleman (like so many television station executives today) has a problem.

Once upon a time — and not very long ago — his station was synonymous with his market in every advertiser's mind. Now he finds this less and less so. Whose fault? Well, maybe it's not really his.

Since 1952, the number of TV stations has multiplied almost fivefold. There are enough applications pending to soon make it eightfold. Small wonder it becomes harder and harder for an individual station to stand out . . . to maintain its identity and prestige among advertisers and their agencies. Ordinary production line representation can't do it.

But *specialized* representation, tailored to a station's character, *will.* Created by Harrington, Righter and Parsons, it sells the individual quality, prestige and local leadership of a station along with its availabilities. This takes a lot more than phone calls and routine sales visits.

Specialized representation is possible for only a few . . . for stations of the caliber listed here. Perhaps you, too, belong among them.

HARRINGTON,
RIGHTER
& PARSONS, Inc.

NEW YORK • CHICAGO
SAN FRANCISCO • ATLANTA • BOSTON

television — the only medium we serve

WCDA-B-C *Albany* **WABT** *Birmingham* **WBEN-TV** *Buffalo*
WJRT *Flint* **WFMY-TV** *Greensboro/Winston-Salem*
WTPA *Harrisburg* **WTIC-TV** *Hartford* **WDAF-TV** *Kansas City*
WHAS-TV *Louisville* **WTMJ-TV** *Milwaukee* **WMTW** *Mt. Washington*
WRVA-TV *Richmond* **WSYR-TV** *Syracuse*

WJTV is

King Pin

in Jackson, (Miss.)

In Mississippi's "Money" Market, WJTV rolls a perfect game in every department.

1 Power

POWER — Now WJTV transmits at maximum power (316,000 watts) using the latest, most modern equipment, plus full network color. WJTV delivers top programming to 220,000 TV homes.*

*Television Magazine

2 Programming

PROGRAMMING — WJTV has 15 out of the top 15 night-time shows — leads in share of audience in every time segment — morning, afternoon, and evening, Monday through Friday. WJTV has the Number One network once-a-week program, multi-weekly program, local program, and film program.

3 Promotion

PROMOTION — WJTV has the staff and facilities for doing a complete promotional job in all media. For example, WJTV programs are promoted daily in Mississippi's largest newspaper.

First in the heart of Mississippi

WJTV

JACKSON, MISSISSIPPI

WJTV

Channel 12

CBS

ABC

REPRESENTED BY THE KATZ AGENCY

Los Angeles Gives Go-ahead In Three C-C Toll Tv Bids

The Los Angeles City Council on Wednesday authorized the city attorney to advertise three franchises for closed-circuit toll tv systems for bids, which will be opened by the council Sept. 30. The three franchises are to be issued on the applications of Skiatron Tv Inc., Harriscope Inc. and one filed jointly by Fox West Coast Theatres and International Telemeter Corp.

A motion that the three franchises be advertised simultaneously and that the bids also be opened at the same time was made by councilman L. E. Timberlake, chairman of the council committee on industry and transportation, which had approved this plan before its submission to the full council, he said.

Its purpose, he stated, was to demonstrate beyond any doubt that there is no intention to give any subscription television company an exclusive franchise or even a time advantage over any other applicant for a city franchise. The council on Aug. 6 had dropped its plan to authorize advertising of the Skiatron franchise after Skiatron objected to the granting of a second franchise to Fox-Telemeter [B•T, Aug. 12], postponing the whole subscription Television question until last Wednesday.

Council approval of the Timberlake motion was by a vote of 12 to 1. John C. Holland cast the lone negative vote after he had tried unsuccessfully to have the city's franchise form amended to include a prohibition of any advertising on toll tv. Noting that the applicants had disavowed any intention to include advertising in the programs their subscribers will pay to see, Mr. Holland said they certainly could not object to having a non-commercial clause written onto their franchise. Other councilmen expressed the feeling that competition would prevent any of the companies from taking advantage of the public and that as far as the city is concerned, it will get 2% of all revenue of the toll tv operation, whether from subscribers or from advertisers.

Minskey Heads N. Y. ITC Office

International Telemeter Corp., operator of a proposed pay tv system, has set up an eastern office. Howard G. Minskey, who resigns as mid-eastern division manager for Paramount Film Distribution Corp., last week was appointed eastern sales manager for Telemeter and will head the new eastern office located at the Paramount Building in New York. Louis A. Novins, president of International Telemeter, a subsidiary of Paramount Pictures, said the move was made to handle "the continuing and steadily growing volume of inquiries and applications regarding the licensing of the Telemeter pay television system from all parts of the country."

New Quiz Show Being Offered

A new low-budget panel-quiz program packaged by two Tex McCrary Inc. program staff members—Executive Producer Bob Chang and writer Don Lipp—is being

Vacationers enjoy scenic wonderland in Waterton Lakes National Park, Province of Alberta, Canada.

Here you'll find the peace the whole world is seeking...

Waterton Lakes National Park, just north of Montana, in the Province of Alberta, is one of a great chain of national and provincial parks stretching the length of Canada from British Columbia to Nova Scotia.

Here you'll find breathtaking mountain scenery . . . magnificent peaks of red, green and gold, carved by ancient glaciers and reflected in sparkling wilderness lakes. You can ride spectacular trails or motor along scenic highways and glimpse buffalo . . . grizzlies . . . Rocky Mountain sheep. There's fishing, golf and tennis . . . boating, camping and swimming in a vacationland that offers true peace and relaxation.

In a broader sense, Waterton Lakes National Park is a living testimonial to the peace and international friendship the whole world is seeking. In 1932 Waterton Lakes joined with Glacier National Park, its counterpart across the border in the United States, to form the International Peace Park, commemorating more than 100 years of peaceful relations between two great powers. Theirs is the longest undefended border in the world.

Mapmakers call it the 49th Parallel—but it actually has no parallel in the world today.

FREE Tour Information

If you would like to visit Waterton Lakes, or drive anywhere in the U.S.A. or Canada, let us help plan your trip. Write: Tour Bureau, Sinclair Oil Corporation, 600 Fifth Ave., New York 20, N. Y. For more Canadian information, write Canadian Travel Bureau, Ottawa, Canada.

SINCLAIR SALUTES THE CANADIAN FORESTRY ASSOCIATION . . . for its devotion to all phases of conservation. Through the foresight and good judgment of the Canadian Forestry Association, important advances have been made in the management of forests, wildlife, water and recreation areas for the benefit of both Canadian and U. S. citizens.

SINCLAIR
A Great Name in Oil

(SORT OF A SUCCESS STORY)

KTTV has a new real estate show. It's called "Open House." Builders and developers buy time and sell houses.

Terrific idea . . .

One problem, though. We can't keep a sponsor on the show.

It sells them out of houses too fast.

It's really our fault. Some ambulance chaser in the sales department had the bright idea of an escape clause for any sponsor selling all his houses within four weeks. So, we're losing sponsors right and left.

We don't like to bother you with our problems, but we would suggest as follows:

> **If you've a product—not just houses, but any product that's in normally long supply—something you won't run out of in four weeks or so—put it on KTTV.**

Your Blair-TV man has the necessary contracts with the 4-week escape clause carefully inked out . . .

KTTV

Los Angeles Times-MGM
Television
Represented nationally by **BLAIR-TV**

offered for sponsorship late this fall. Titled *Double Exposure*, the series would bring back such oldtimers as singers Rudy Vallee, Gene Austin, actor Francis X. Bushman, boxer Max Baer and others and pit them against their 1957 contemporaries in identifying a blown-up picture related categorically to both but "scattered" jigsaw puzzle style. Top prize would be $5,000. Though no one advertiser has committed itself, it's understood that several publishers, including Time Inc., and manufacturers of photographic equipment such as Eastman Kodak and Ansco, have expressed interest.

Skiatron Electronics Royalties Reduced in New Pay Tv Contract

Skiatron Electronics & Television Corp. expects its new contract agreement with Matty Fox's Skiatron Tv Inc. to be approved this Wednesday at a speical stockholders meeting in New York. The contract covers payments to Skiatron Electronics for use of the wired Skiatron pay tv system.

Under an original contract (made in 1954), Skiatron Tv would pay Skiatron Electronics 5% of the gross income realized from on-the-air use of the Skiatron subscription tv system that uses a decoder and punch card to unscramble the signal. The new pact is similar except that royalties paid under a wired pay tv system are reduced to 2.5% of gross income. A special stockholders meeting early last week was postponed when a quorum was not in attendance. Stockholders there also expressed doubts as to reasons for the lower payments and as to the control of Skiatron Tv Inc. Skiatron Tv leases the system from Skiatron Electronics and pays royalties but is neither owned nor controlled by Skiatron Electronics, being independently financed. Skiatron Electronics spokesmen blamed a delay in obtaining proxy statements from the Securities & Exchange Commission for the Stockholders' confusion.

Reasons for the lower payment to Skiatron Electronics in wired pay tv: (1) additional investment in wiring and installation and (2) sizable incomes which must be paid to cities involved in operation of wired system.

30 Buy Commercial Aids, Jingles From SRTS Library

Thirty stations have signed in the past three weeks for Standard Program Library's commercial aids and jingles on a lease basis, it was announced by Milton M. Blink, president of Standard Radio Transcription Services Inc., Chicago.

At the same time he reported station acceptance of this offer has prompted Standard to introduce a combination package consisting of the aids and jingles and any 100 sound effects discs of stations' choice at a special price. The combination is being offered on an outright purchase basis, with the latter discs selected from Standard's 214 disc Super Sound Effects Library.

You can expect to read this headline in 1975 . . .

ROCHESTER, N.Y. [MONROE COUNTY'S] POPULATION

PASSES 750,000

Third largest among the seven great N. Y. State Metropolitan Cities... Rochester is highest per capita in total retail sales, food store sales, department store sales, drug store sales, and sales of furniture, appliances, lumber and building material.

Source: Sales Management Annual Survey

Special Estimates Confirm Predicted Increase

ROCHESTER – This headline will result from current population increase projections of local business groups and industries as a guide to realistic long range planning.

This is of major importance to the hundreds of manufacturers who depend on Rochester's high per capita income for substantial sales. They can expect constantly increasing volume as the metropolitan population grows from its present 563,576 to 750,000 in the next 18 years.

U. S. News & World Report Verifies Data on Rochester

U. S. News & World Report magazine said in its issue of August 30, 1957 that in 1975 Rochester's population will be 750,000. (This corrected an erroneous figure published in their issue of August 9.)

Engineering studies by Rochester's utilities and reports by the State Labor Dept. resulted in similar top estimates.

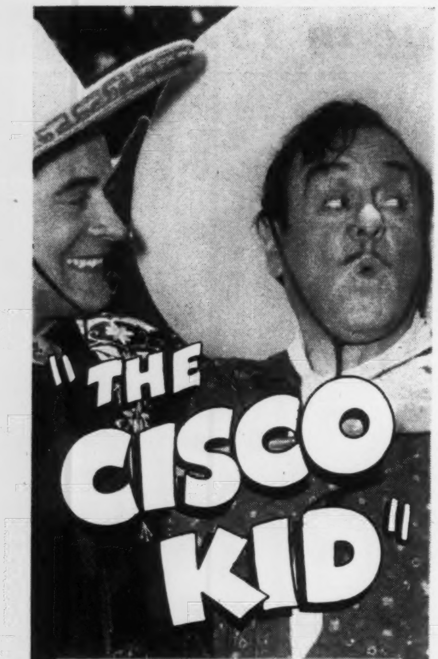
. . . and in Rochester, when they're not listening to WHEC they're watching WHEC-TV

CBS

WHEC *of Rochester*

AM-TV

Representatives: EVERETT-McKINNEY, Inc. *New York, Chicago,* LEE F. O'CONNELL CO., *Los Angeles, San Francisco*



REGIONAL BAKERIES SALES SOAR!

EDDY BAKERIES, sponsor of THE CISCO KID in nine Northwestern markets, report thru Givens-Davies Advertising Agency:

"'The Cisco Kid' is doing a tremendous job for EDDY BAKERIES. Sales in all areas have shown a marked increase in spite of heavy competition. These increases can be attributed directly to the show. Bakery executives express keen satisfaction with the powerful sales punch packed by 'The Cisco Kid'."

Ask to see more success stories of

THE WORLD'S GREATEST SALESMAN!

"THE CISCO KID"

Write, Phone or Wire Collect Today

ZIV *Television*

New York
Chicago
Cincinnati
Hollywood

RCA STANDS TO RECOUP MILLIONS

- **Both RCA, Zenith could make patent claims under settlement**
- **Judge expected to dismiss antitrust-patent case next week**

RCA stands to recoup $2.8 to $4.7 million in patent claims through arbitration under terms of its $10 million settlement—and that of General Electric Co. and Western Electric Co.—with Zenith Radio Corp., announced a fortnight ago [B•T, Sept. 16].

On the other hand, Zenith and Rauland Corp. would be permitted to seek $1.7 to $2.1 million in satisfaction of similar claims, plus certain free royalty rights.

Essentially, these points represent the major considerations in the agreement to be submitted in Chicago's Federal District Court next Monday. At that time Judge Michael Igoe is expected to dismiss the 11-year-old antitrust and patent infringement case, which also involved GE and WE as defendants. Terms of the settlement as outlined are known by Judge Igoe, though he declined to comment on them.

Still undetermined was the future course of manufacturers' royalty payments—specifically what effect the settlement would have, if any, on licensing agreements among RCA and other electronics firms.

Attorneys reserved official comment on the settlement pending announcement of full details. They differed generally on the implications for patent licensing in the electronics industry.

One attorney intimate with patent work expressed doubt the action would have any far-reaching effects on royalty payment procedures, indicating his belief the agreement was "just another deal between private parties."

But, he said, certain aspects of the terms not now known conceivably could render its effects far-reaching. He cited the government's case against AT&T, Bell Labs, Western Electric and other groups which resulted in a consent decree Jan. 23, 1956. Under terms of that suit, he recalled, the parties agreed to make available all their patents (9,000-10,000) to other manufacturers free of royalties.

He questioned whether all terms of the agreement are known and whether figures mentioned as to respective patent claims between RCA and Zenith to be settled by arbitration are "realistic," if they cover past years. He said the company he represents is adopting a "wait-and-see" attitude. He thought RCA was "making the major contribution" to Zenith's $10 million recovery, perhaps as high as 85%, and that there was "no basis for a three-way split" with GE, and WE. He felt RCA would come out much better that was initially reckoned.

Another attorney took the opposite view, claiming the agreement would have general implications and particular effect on licensing procedures involving his company and RCA. He described the settlement as an example of "horse-trading," with some considerations offsetting others.

A third attorney asserted that "positively something" will result industry-wise from the settlement, claiming. "You can't license one fellow under one set of terms and another under another set."

Other terms of the settlement, it was understood, are:

- A mutual reciprocation agreement between RCA and Zenith-Rauland covering the exchange of free-from-royalty licenses for radio and television, including tubes, but not color tv and tubes—until Jan. 1, 1963—under patents the three parties have a right to grant.
- An exchange of free-from-royalty licenses between Zenith and GE for radio, tv and tubes—but again excluding color television and its tubes.
- An exchange between Zenith and Western Electric, and the related Bell Systems, for free-from-royalty licenses involving equipment used for common carrier communications.
- An agreement for payment of $10 million to Zenith and Rauland in annual installments of $1 million each year for 10 years, starting Oct. 1, 1957, from the First National Bank of Chicago.

There was speculation last week, as to what share of the $10 million would be sustained each by RCA, GE and WE. While one attorney felt RCA was shouldering the burden, another felt it would be presumptuous to conclude that the shares would not be equal.

The settlement does provide that WE, which already has arranged payments to the bank, is not obligated to contribute further and that RCA and GE undertake the remainder. Settlement of patent claims through an arbitrator yet to be selected is entirely separate from the $10 million recovery for Zenith and Rauland, its tube-making subsidiary.

As a matter of speculation, though none of the attorneys would discuss it, RCA, by recouping the maximum in future patent infringement claims, conceivably could stand to emerge with a $3-million-plus in patent claims (if it won $4.7 million and Zenith only $1.7 million).

The end result would be a close approximation of the share it's expected to shoulder in the $10 million settlement, although RCA spent an estimated $6 million on the protracted case, compared with Zenith's announced $2 million.

The agreement, which settles both the Chicago and Wilmington (Del.) district court suits, reportedly was signed by attorneys John T. Cahill of Cahill, Gordon, Reindel & Ohl, for RCA, and Thomas C. McConnell, of McConnell, Lutkin, Van Hook & Paschen, and Joseph Wright, of Zenith, for that firm.

GE to Make 'Scatter' Gear for AF

General Electric Co. announced last week that its technical products department has been awarded a $5,135,000 contract from the U. S. Air Force for the production of over-the-horizon scatter communications

Pittsburgh's NEWEST Look!

WIIC
CHANNEL 11

Now On the Air

316,000 watts ERP
serving
1,237,000 TV Homes
in the nation's
EIGHTH MARKET
with effective buying income of
$8,731,815,000

REPRESENTED NATIONALLY BY
BLAIR TV

BASIC NBC AFFILIATE

73¢

per thousand*

A leading farm chemical company buys a thousand viewers for just 73c on KCRG-TV. (Sure we'll tell you who.)

KCRG-TV

Channel 9—Cedar Rapids—Waterloo, Iowa
ABC-TV for Eastern Iowa
The Cedar Rapids Gazette Station
REPRESENTED NATIONALLY BY WEED TELEVISION.

*Based on February ARB Survey.

equipment. A GE official said that although the equipment is designed primarily for voice and teletype communications, it may "also hold the key to trans-oceanic television via the scatter method."

Clearer Multiplexing Claimed for New Gear

Multiplexing that is free from crosstalk and such outside interference as ignition noise, with a subchannel signal as clear and clean as that of the main carrier, has been achieved, according to Jack Kiefer, president and general manager of KMLA (FM) Los Angeles, and William Tomberlin, KMLA's chief engineer.

The problem, Messrs. Kiefer and Tomberlin explained, has been to provide a subchannel signal free from crosstalk—that is, to deliver to the background music or specialized service clients programming that is not contaminated by a background of the primary programming.

A new receiver produced by Harkins-Hirshfield, of Phoenix, Ariz., has solved this problem, the KMLA officials said, by compressing the crosstalk to such a degree that even with the normal detuning that results from age and use it does not become annoyingly audible. "A usable subchannel signal can be described as one in which the crosstalk from the main channel is —45 degrees," Mr. Tomberlin said, "but this does not provide any margin of safety. The new Harkins-Hirshfield receiver gets the interference down to —55 and —60 degrees, providing an adequate safety margin."

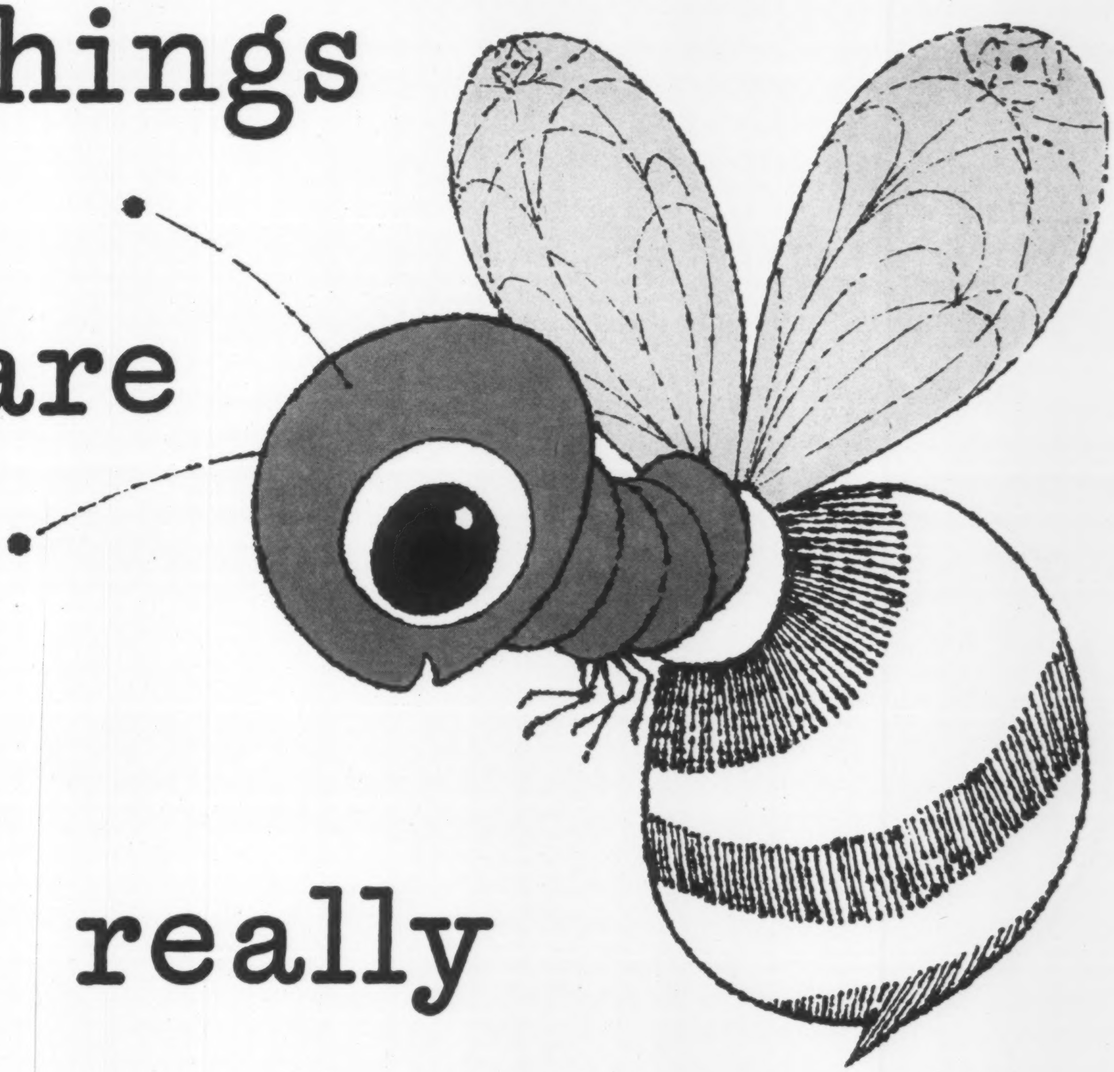
A demonstration backed up the enthusiastic words of the KMLA executives. Programs of KMLA and of KCBH (FM), the latter fed into the subcarrier channel of the KMLA transmitter, were received in a KMLA demonstration without a trace of crosstalk being audible. Mr. Tomberlin said he had driven through downtown Los Angeles and out along the highways and at no time was there any crosstalk or ignition noise. Steel buildings caused some loss in signal but this was overcome by moving the car a few feet.

At this time only this single receiver, handmade as the prototype of the new line, is available. Its design is different from that of multiplex receivers now in use, so they cannot be adapted to duplicate its improved performance, Mr. Kiefer said.

When the new receivers will be ready and what their price will be are as yet unanswered questions, but Mr. Kiefer said he'd consider himself lucky if he has half of the more than 1,000 units he needs for his Musicast service by March 31, 1958. In quantity, the price will probably be in the neighborhood of $150 a receiver, he estimated.

To fm broadcasters, multiplexing has offered a chance to augment an often slim income from programming for the home audience by adding a second service of background music for stores, factories, offices, restaurants and other establishments where the commercials of the home service would be out of place.

things are really B·U·Z·Z·I·N·G!



While some have been sleepy as gophers over the summer, the Young group have been "busy as bees." The result is more honey for the stations—and more stations to represent.

The new hives of activity are:

WSAI Cincinnati
WYDE Birmingham
WILD Boston

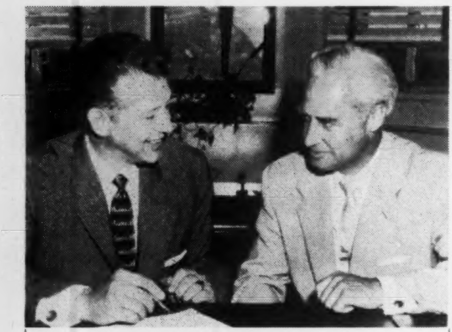
Worcester ***WORC**
Topeka ***KJAY**

Why not taste some honey yourself?

ADAM YOUNG INC.

NEW YORK • CHICAGO • ST. LOUIS • LOS ANGELES • SAN FRANCISCO • BOSTON

*represented by Young Representatives Inc.



TO put ch. 31 WMBD-TV Peoria, Ill., in business next January, Robert O. Runnerstrom (l), vice president of WMBD-AM-FM-TV, has signed with E. C. Tracy, RCA broadcast equipment manager, for a 25-kw transmitter (million-watt signal), antenna and studio equipment—a half-million-dollar package.

WGH Multiplex Seminar To Draw Wide Audience

A seminar on fm multiplexing—multiple broadcasting on a single channel—will attract a nationwide audience next week when WGH Newport News, Va., is host at Old Point Comfort, Va., Sept. 26-27. The Virginia station operates WGH-FM (34 kw on 973 mc), with over 100 subscriber-receivers.

According to present FCC rulings, fm stations must begin multiplexing their specialized functional music broadcasts Jan. 1.

Originally, the FCC ordered fm stations to begin multiplexing by July 1, 1955. This deadline, however, was extended to July 1, 1957.

Last June the Commission, following petitions by fm broadcasters, extended that deadline to Jan. 1, 1958—but only for those stations then engaged in such operations.

The main objection by those stations opposing the multiplexing requirement has been that adequate equipment is not yet commercially available. Also causing them fear is the estimated large cost to convert outstanding receivers and transmitters to the multiplex operation.

The program prepared by the WGH hosts includes:

Sept. 26—Engineering panel, E. F. Hembrook, Muzak; Ross Beville, WWDC-FM Washington, D. C.; Clyde Heck, WPIC-FM Sharon, Pa.; George Sobol, WGH-FM; Victor Dawson, WFNC(FM) Fayetteville, N.C. Also scheduled to participate in this equipment discussion are representatives of Browning, Bogen, Gates, Collins, RCA, Halstead, and Harkins.

Sept. 27—Legal panel, Seymour Krieger, Washington (WGH attorney) and Douglas Anello, NARTB counsel; management panel, and general panel.

Among those scheduled to be in attendance, according to the station, are James E. Barr, Harold Kassens, Julian Dixon, Horace C. Slone and James B. McElroy, FCC; John Meagher, Prose Walker and Mr. Anello, NARTB.

QUIET WORK BY MOULDER GROUP MAY PRODUCE JANUARY HEADLINES

- **FCC could emerge as star target of federal agency inquiry**
- **Others probably will be called earlier on hearing calendar**

In a small and unimposing stucco building in Washington—dwarfed by the nearby Capitol and House Office Building—the 13-man staff of the House Legislative Oversight Subcommittee is working quietly to determine if six federal regulatory agencies have been administering the law as Congress intended.

And when the subcommittee—headed by Rep. Morgan Moulder (D-Mo.)—begins public hearings next January, this insignificant structure will become the focal point for news headlines many congressmen believe will have far-reaching effects.

As offspring of Congress, the agencies are charged with seeing that the nation's laws within their respective jurisdictions are properly administered. Individual board members and commissioners are appointed by the President and must be approved by the Senate. Technically, they operate independently of both the executive and legislative branches of government.

Just what authority the independent bodies have and how they should administer the laws has not been—and is not—always clear. If the attacks, advice and criticisms leveled at the FCC by individual congressmen in the past three years can be taken as a criterion, the question of the Commission's authority is foremost.

Last July, Rep. Moulder targeted the FCC as the first agency to face the subcommittee in hearings [B•T, July 8], but the staff's work indicates that the Commission may not—and probably will not—be first after all. In fact, letters reportedly have been sent from the committee's office stating the FCC would not be first. Rep. Moulder's statement, it is understood, was based on the assumption that one agency at a time would be investigated. Actually, work is being done at all six of the agencies to be investigated simultaneously.

Just what agency will be first has not been officially announced and probably will not be for several weeks. The feeling in some committee circles is that, assuming the FCC hearing will develop into one of the more important, one of the lesser agencies should be dispensed with first.

The Moulder subcommittee of the House Interstate & Foreign Commerce Committee was established last March after House Speaker Sam Rayburn (D-Tex.) called for such an investigation. It was given a special appropriation of $250,000, running through January 1958, and received no money from the parent committee's regular appropriation.

Other subcommittee members include Democrats John Bell Williams (Miss.), Peter F. Mack Jr. (Ill.), John F. Flynt Jr. (Ga.) and John E. Moss (Calif.); Republicans Joseph P. O'Hara (Minn.), Robert Hale (Me.), John W. Heselton (Mass.) and John B. Bennett (Mich.). *Ex-officio* members are Rep. Oren Harris (D-Ark), and Rep. Charles A. Wolverton (R-N. J.), chairman and minority leader, respectively, of the parent Commerce Committee.

Directing the work of the subcommittee's staff is its chief counsel, Dr. Bernard Schwartz, on leave as director of the New York U. Institute of Comparative Law. Among the staff members are Baron J. Shacklette, chief investigator; Oliver Eastland, assistant chief investigator; attorney Stephen Angland and investigator Joseph (Pat) O'Hara, who presently are working at the FCC; Herman C. Beasley, clerk; Herbert M. Wachsell, former assistant U. S. Attorney for the southern district of New York who directed the rackets investigation which led to the conviction of racketeer Johnny Dio; Francis X. McLaughlin, former Secret Service agent assigned to the White House and more recently investigator for the House Intergovernmental Relations Subcommitee; Mary Louise Ramsey, recognized expert in the drafting of legislation; Joseph T. Conlon Jr., recent Harvard graduate and Paul S. Berger, 1957 law graduate of NYU. Dr. Walter M. W. Splawn, former Interstate Commerce Commission chairman and at one time president of the U. of Texas, is serving on a parttime basis as a consultant.

The original plan was for the Moulder committee to investigate every administrative agency established by Congress, of which there are scores. But, because this would be an almost insurmountable task in the 18 months the committee has, the scope has been narrowed to include the six largest regulatory bodies—FCC, Federal Trade Commission, Interstate Commerce Commission, Civil Aeronautics Board, Federal Power Commission and Securities & Exchange Commission.

The committee's powers are practically unlimited in what it may investigate. It can delve into the largest and most significant—as well as the smallest—FCC decision; it can ask for and obtain files on highly controversial FCC actions and proposals; it can go into how the Commission spends its money, and, if it wants to, how efficiently the elevators are operated.

Soon after the avowed purpose of the committee was announced, cries immediately arose that it would degenerate into a "political witch hunt"; that it is a "hatchet" group out to get the FCC. While members of the subcommittee privately have admitted politics necessarily must be involved in such a venture, Rep. Moulder and Dr. Schwartz have denied politics will play any role.

"Politics? None whatsoever, absolutely

Represented nationally by John Blair & Company

*PULSE: January through July, 1957

Folks drop everything for WWDC radio

***1st *seven straight months* in Washington, D.C.—1st in share of total weekly audience, 6 A.M. to midnight—1st in quarter hour wins**

not!" the chairman stated. He also expressed satisfaction with the progress of the staff's work, which is "on schedule," and announced plans to call a special meeting of the committee "in about four weeks" [Closed Circuit, Sept. 16] to discuss what has been accomplished and to plot a future course. He indicated other meetings also are probable before Congress reconvenes Jan. 7.

One phase of the staff's "progress" is of vital interest to the FCC—and to broadcasters. That is the work of Messrs. O'Hara and Angland at the Commission, where they have been working over two weeks. Reportedly, the first files they asked for were the highly controversial tv decisions in Miami (National Airlines and Cox-Knight-Trammel interests), Boston (WHDH-*Herald-Traveler*), Indianapolis (Crosley) and St. Louis (CBS). Working with the Capitol Hill investigators is Charles Smoot, FCC assistant general counsel.

"The FCC has given every indication of a full desire to cooperate with us and we hope and expect that such complete cooperation will be forthcoming," Messrs. Angland and O'Hara stated.

Rep. Moulder promised that there will be no "star chamber" type proceedings and that all hearings will be open. He said no surprises will be sprung on the FCC and other agencies and that they will be given opportunity to prepare themselves for appearances before the committee.

Dr. Schwartz also expressed satisfaction on the progress of the staff's investigation of the FCC and other agencies, but declined to answer questions on specific cases.

In backing Mr. Moulder's stand that the committee is not out to "get" anybody, Dr. Schwartz said: "On the contrary, we are seeking only to do a thorough, impartial study of the regulatory agency as a governmental device. The job of the staff is to get all the facts with regard to these agencies and we will get whatever facts are available.

"If the facts themselves lead to public approval—or condemnation—of any agency, that will be a necessary result of our work. It is our job to get and reveal the facts without any concern on our part as to which way they will point."

In a way the staff's investigations will be made by "ear," Dr. Schwartz said, in admitting that the field is "so vast that it will take a lot of narrowing down." He said various individual inquiries will be developed "as we go along."

Making an appeal for public help, Dr. Schwartz said: "An investigation such as ours is necessarily dependent upon cooperation by the interested public. Because of the wide range of our jurisdiction and the limited staff available to us, the success of the investigation will ultimately depend upon instances of improper agency action being brought to our attention by persons who may have knowledge of such action. If public spirited citizens could help us with our inquiry, we are confident that we can do the much needed job of uncovering any abuses that may exist." He said all meritorious complaints will be followed through.

Along this line, a letter was sent two weeks ago over Dr. Schwartz's signature to all attorneys practicing before the Commission. In it, Dr. Schwartz said, in part: "I should be most anxious to receive from you, either orally or in writing, any matters which you feel would be of help in our inquiry. If you should desire, it could be arranged for a member of our staff to talk with you on a wholly confidential basis."

Responses to the letter already are coming in but most of them deal with generalities, while the committee must have specifics, Dr. Schwartz said. Other letters have been, or will be, sent to attorneys practicing before the other five agencies to be investigated.

Earlier, Rep. Moulder sent a similar letter to all members of Congress. He said practically all had answered, expressing interest in the subcommittee's work and a desire to cooperate. A majority felt that there is a definite need for such a study.

Of the committee's work, one thing is certain: The FCC, the networks, attorneys, the trade associations—in fact, everyone with an interest in the broadcasting industry—are watching with extreme interest. Some have reservations and qualms; others high hopes and expectations. The answers should be forthcoming when Rep. Moulder starts his hearings.

MOULDER'S TOP LIEUTENANTS IN FEDERAL AGENCY PROBE

Dr. Bernard Schwartz, who as chief counsel will direct the Moulder subcommittee staff, is on leave of absence as director of the Institute of Comparative Law at New York U.

"Dr. Schwartz is one of the most brilliant, able and outstanding lawyers we could have selected for our type of work. He knows our objective and what we hope to accomplish," Rep. Moulder said last week.

Dr. Schwartz—who claims no allegiance to any political party—has said plainly he does not intend that the investigations will become a "political witchhunt." "So far as I am responsible, this will not be a partisan political investigation," he said.

"We are not out to get any particular agency, including the FCC. The agencies are not at all in the position of defendants in the dark. We are not out to prove them guilty of anything."

A native of New York, he went to City College and NYU at the same time, receiving an A.B. from the former and LL.B. from the latter in 1944. He was admitted to Harvard Law School, got his Master of Law degree in 1945 and that same year was admitted to the New York State Bar.

Since then, he has interspersed teaching and writing with studies abroad. In 1947, he received his Ph.D. from Cambridge U., England. In 1950-51, he studied in Paris as a Guggenheim Fellow and did research on a Fulbright grant. Last November he received an LL.D. from Cambridge.

DR. SCHWARTZ

Last year, a committee studying ways to overhaul Britain's administrative agencies asked for his testimony—the only American opinion sought.

Dr. Schwartz is not new to government functions. He served on a legal panel studying the right of federal departments and agencies to withhold information; he was a special consultant to the Second [Hoover] Commission, and more recently served as consultant to the House Government Information Subcommittee, headed by Rep. John E. Moss (D-Calif.), a member of the House Commerce Committee. His work with Rep. Moss led to his present position.

Dr. Schwartz has served as consultant to several private organizations, among them AT&T approximately 10 years ago.

Baron I. Shacklette, who heads the subcommittee's investigative staff, also is an attorney and industrial engineer.

He attended Alabama U. and Clarkson College of Technology, Potsdam, N. Y., receiving a B.S. degree in industrial engineering from CCT in 1933. He later received an M.S. degree from Clarkson in 1934 and an LL.B. from Harvard in 1937.

Mr. Shacklette became an agent for the Farm Security Administration in 1939.

He served in the Army from 1942-44, returned to the FSA and a year later transferred to the War Assets Administration, where, in 1947, he became director of the compliance and enforcement division.

When the General Services Administration was formed in July 1949 and took over the WAA duties, Mr. Shacklette was made director of the new agency's compliance and security division.

He was made a member of the GSA board of review and in January 1957 became chief investigator, Legal & Monetary Affairs Subcommittee House Government Operations Committee.

MR. SHACKLETTE

He was "drafted" from this group by the Moulder Committee.

Your Most Powerful "LIFT" for SALES!

CKLW-TV

CKLW RADIO

The only "twin full power" sight and sound combination in the Detroit and Windsor market!

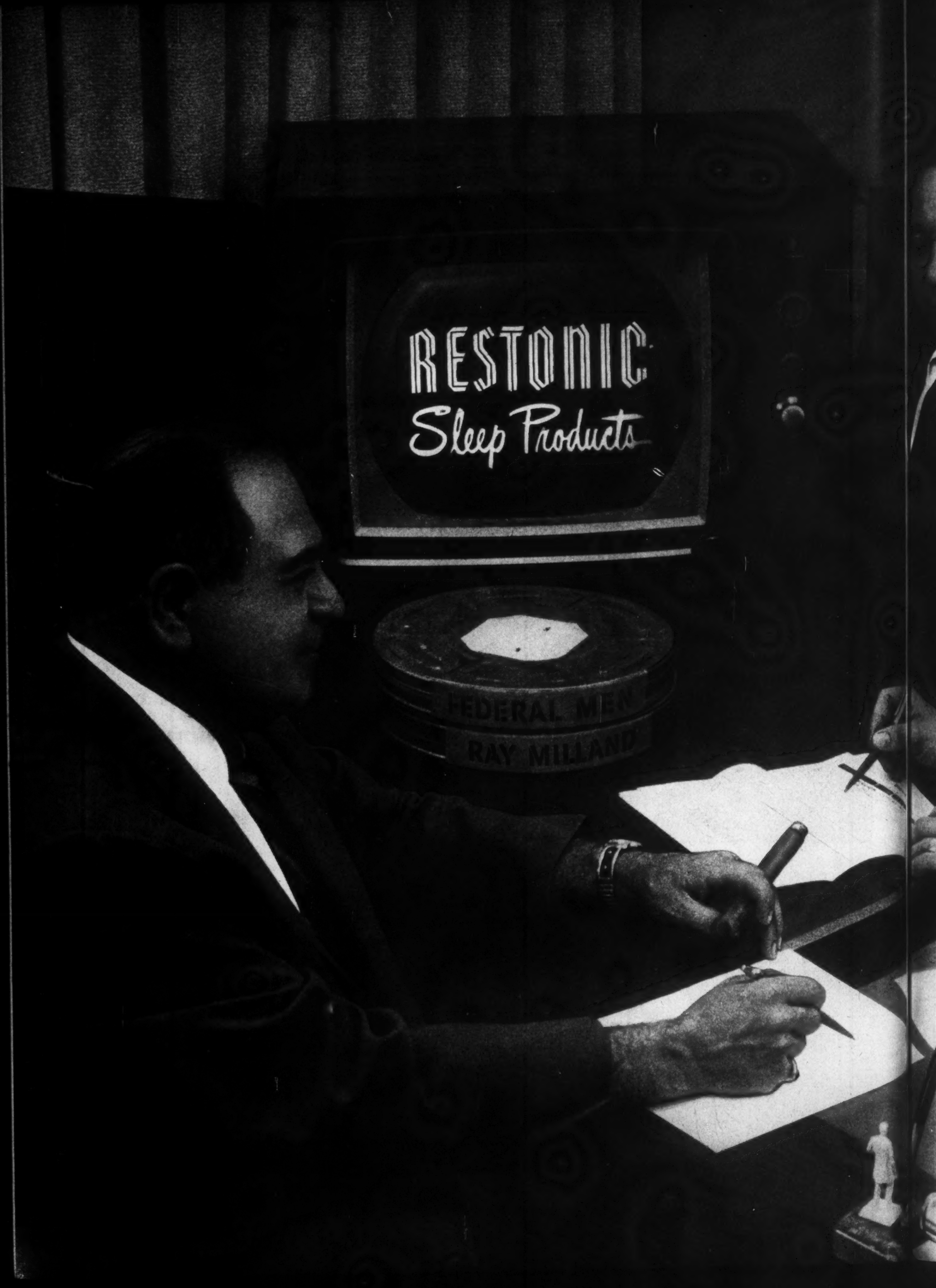
A "sound" investment in power and programming that gets results!

First
-in NEWS
-in MUSIC
-in FILM

CKLW-TV 325,000 WATTS
CKLW radio 50,000 WATTS

ADAM YOUNG, INC.
U.S. Rep.

ALL-CANADA FACILITIES
Canada Rep.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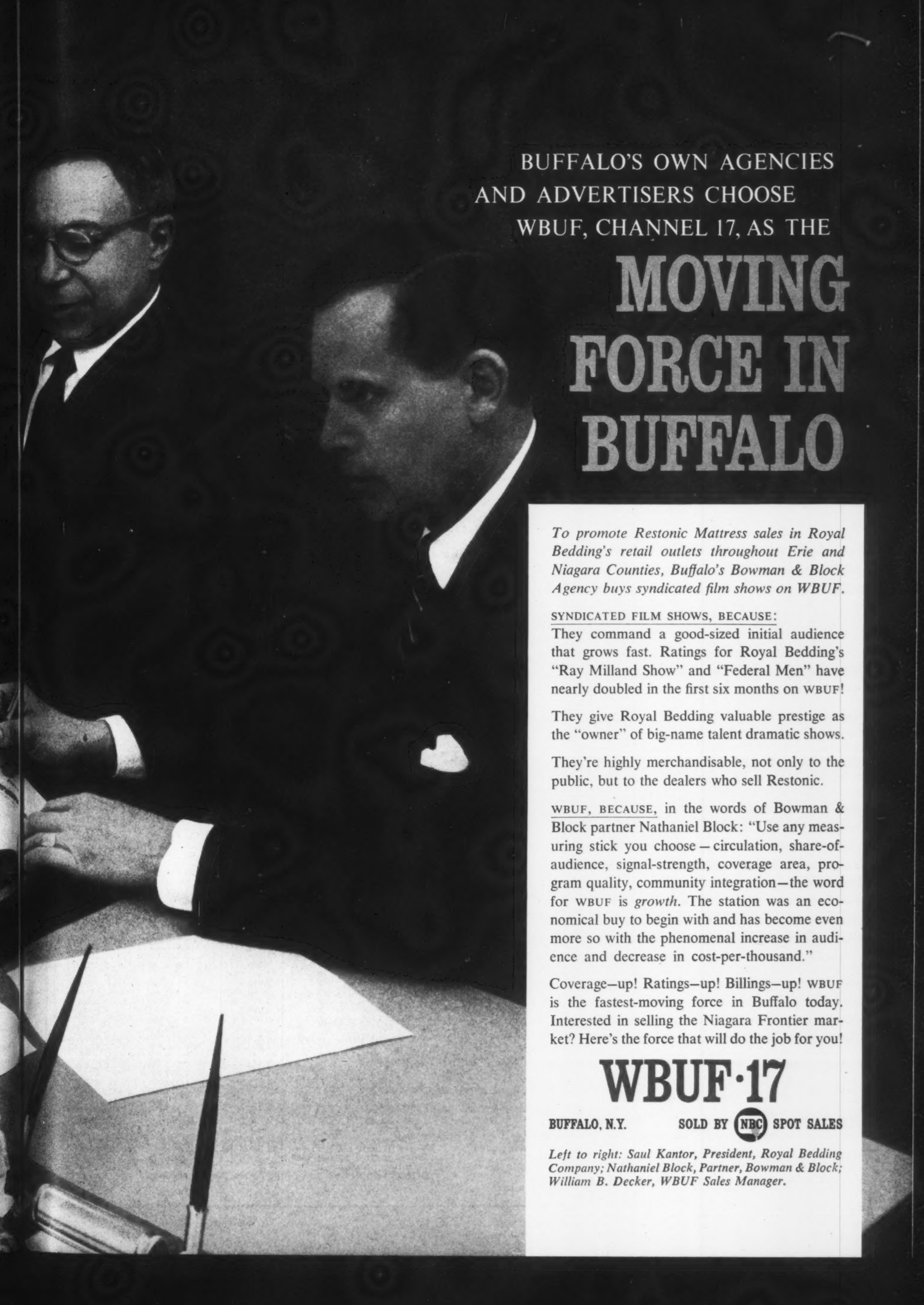
Sleep Products
FEDERAL MEN
RAY MILLAND



BUFFALO'S OWN AGENCIES
AND ADVERTISERS CHOOSE
WBUF, CHANNEL 17, AS THE

MOVING FORCE IN BUFFALO

To promote Restonic Mattress sales in Royal Bedding's retail outlets throughout Erie and Niagara Counties, Buffalo's Bowman & Block Agency buys syndicated film shows on WBUF.

SYNDICATED FILM SHOWS, BECAUSE: They command a good-sized initial audience that grows fast. Ratings for Royal Bedding's "Ray Milland Show" and "Federal Men" have nearly doubled in the first six months on WBUF!

They give Royal Bedding valuable prestige as the "owner" of big-name talent dramatic shows.

They're highly merchandisable, not only to the public, but to the dealers who sell Restonic.

WBUF, BECAUSE, in the words of Bowman & Block partner Nathaniel Block: "Use any measuring stick you choose – circulation, share-of-audience, signal-strength, coverage area, program quality, community integration – the word for WBUF is *growth*. The station was an economical buy to begin with and has become even more so with the phenomenal increase in audience and decrease in cost-per-thousand."

Coverage–up! Ratings–up! Billings–up! WBUF is the fastest-moving force in Buffalo today. Interested in selling the Niagara Frontier market? Here's the force that will do the job for you!

WBUF·17

BUFFALO, N.Y. **SOLD BY NBC SPOT SALES**

Left to right: Saul Kantor, President, Royal Bedding Company; Nathaniel Block, Partner, Bowman & Block; William B. Decker, WBUF Sales Manager.

TV STATIONS PASS HALF-BILLION MARK IN 1956—FCC

Tv stations had a total broadcast revenue of more than half a billion dollars in 1956, the FCC reported last week in issuing a breakdown of individual market data on revenues, expenses and income. Income for stations (as against total television broadcast income) came to almost $150 million. The chart (see below) indicates total time sales from networks, national and regional advertisers and local advertisers and revenues, expenses and income for 64 markets where there are three or more tv stations, and lump figures for 203 markets where there are fewer than 3 operating stations.

The table is part of the 1956 tv financial tabulations—the first part of which was issued last month [B•T, Aug. 26]. Total tv broadcast revenue was almost $900 million, with income approaching $190 million.

INDIVIDUAL TV MARKET DATA

1956

TIME SALES

Tv Markets	No. of Stations in Operation	No. Reporting $25,000 or More Time Sales	Networks	National and Regional Advertisers and Sponsors [1]	Local Advertisers and Sponsors [1]	Total Stations Reporting	Total Broadcast Revenues [2]	Total Broadcast Expenses	Total Broadcast Income [3]
Albany-Schenectady-Troy, N. Y.	3#	3	$ 1,064,196	$ 2,276,346	$ 908,472	3	$ 3,860,285	$ 2,606,024	$ 1,254,261
Albuquerque, N. M.	3	3	267,643	355,407	650,397	3	1,389,849	1,642,009	252,160•
Atlanta	3	3	1,619,681	2,498,168	1,577,931	3	5,322,642	3,236,715	2,085,927
Baltimore	3	3	2,251,460	3,235,395	2,759,035	3	7,337,815	4,215,867	3,121,948
Boston-Cambridge	3#	2	*	*	*	3	*	*	*
Buffalo-Niagara Falls, N. Y.	3	3	1,556,774	3,013,267	2,275,918	3	6,204,080	4,515,493	1,688,587
Cedar Rapids-Waterloo, Iowa	3	3	509,057	1,334,139	341,425	3	2,061,862	2,035,675	26,187
Charleston-Oak Hill-Huntington, W. Va., Ashland, Ky.	4	4	957,567	1,457,401	976,465	4	3,372,992	2,896,795	476,197
Chicago	4	4	5,571,357	15,666,289	8,343,321	4	31,175,262	21,426,795	9,748,467
Cincinnati	3	3	2,000,833	3,190,263	1,942,459	3	7,674,826	5,002,875	2,671,951
Cleveland	3	3	3,743,376	5,990,592	3,079,425	3	12,694,969	7,386,100	5,308,869
Colorado Springs-Pueblo, Colo.	3	3	112,554	288,408	662,330	3	1,164,401	1,301,860	137,459•
Columbia, S. C.	3#	2	*	*	*	3	*	*	*
Columbus, Ohio	3	3	1,456,087	3,094,819	1,697,053	3	5,833,475	4,275,217	1,558,258
Corpus Christi, Tex.	3#	3	*	*	*	3	*	*	*
Dallas-Fort Worth	4	4	2,026,717	3,124,548	2,792,923	4	7,780,538	5,961,812	1,818,726
Denver	4	4	1,105,679	2,216,387	1,911,443	4	4,886,168	4,094,574	791,594
Des Moines-Ames, Iowa	3	3	1,415,762	1,646,727	663,505	3	2,942,528	2,645,119	297,409
Detroit, Mich.	3	3	3,942,451	7,125,928	5,072,627	3	15,225,811	7,737,896	7,487,915
El Paso, Tex.	3#	2	*	*	*	3	*	*	*
Evansville, Ind.-Henderson, Ky.	3#	3	*	*	*	3	*	*	*
Fresno-Tulare, Calif.	4#	4	569,988	1,477,400	764,569	4	2,461,759	2,270,583	191,176
Galveston-Houston, Tex.	3	3	1,371,774	3,405,279	2,276,079	3	6,406,238	5,457,119	949,119
Green Bay-Marinette, Wis.	3	3	446,666	806,356	638,772	3	1,838,702	1,862,847	24,145•
Greensboro-High-Point-Winston-Salem, N. C.	3	3	890,569	1,513,244	462,847	3	2,547,745	1,532,982	1,014,763
Harrisburg, Pa.	3	3	164,843	260,262	323,515	3	730,117	947,222	217,105•
Hartford-New Haven-Bristol-New Britain, Conn.	3	3	901,371	2,612,542	1,028,270	3	4,017,043	3,788,425	228,618
Indianapolis-Bloomington, Ind.	3	3	1,719,853	3,461,270	2,135,418	3	6,721,963	4,503,682	2,218,281
Kansas City	3	3	1,990,647	3,978,281	1,211,905	3	6,691,280	4,355,838	2,335,442
Knoxville, Tenn.	3#	3	444,303	699,488	487,266	3	1,491,614	1,399,976	91,638
Las Vegas-Henderson, Nev.	3#	2	*	*	*	3	*	*	*
Little Rock-Pine Bluff, Ark.	3	3	455,786	824,827	659,774	3	1,932,755	1,999,158	66,403•
Los Angeles	7	7	4,848,643	16,698,440	15,442,154	7	32,873,584	27,171,364	5,702,220
Madison, Wis.	3	3	200,192	488,581	592,405	3	1,330,487	1,360,521	30,034
Memphis, Tenn.	3	3	1,426,430	2,285,905	575,320	3	3,819,611	2,744,651	1,074,960
Miami-Ft. Lauderdale	4#	4	906,627	2,813,661	2,090,835	4	5,907,785	4,340,656	1,567,129
Milwaukee, Wis.	4#	4	1,719,730	4,455,469	1,338,089	4	6,800,657	4,829,900	1,970,757
Minneapolis-St. Paul	4☐	4	2,108,738	3,530,245	2,958,587	4	8,662,556	6,430,405	2,232,151
Nashville, Tenn.	3	3	977,830	1,124,957	1,287,850	3	3,283,933	2,964,866	319,067
New York City	7	7	10,573,201	31,704,963	13,424,684	7	52,211,150	30,710,803	21,500,347
Norfolk-Portsmouth-Newport News-Hampton, Va.	3	3	921,956	1,628,333	815,375	3	3,155,195	1,784,362	1,370,833
Philadelphia	3	3	4,449,160	9,775,734	4,392,631	3	17,412,073	9,904,775	7,507,298
Phoenix	4	4	565,028	1,003,703	1,097,177	4	2,561,821	2,934,557	372,736•
Portland, Ore.	4#	4	1,116,251	2,856,608	1,075,755	4	4,484,214	3,516,736	967,478
Raleigh-Durham, N. C.	3#	2	*	*	*	3	*	*	*
Richmond-Petersburg, Va.	3#	3	1,026,229	1,334,439	494,510	3	2,921,467	2,311,798	609,669
Roanoke-Lynchburg, Va.	3	3	701,989	954,092	461,932	3	1,959,520	1,923,853	35,667
Rochester, N. Y.	3	3	1,154,173	1,933,985	1,018,198	3	3,811,292	2,676,004	1,135,288
Sacramento, Calif.	3	3	744,982	1,725,677	660,479	3	2,869,177	2,501,812	367,365
Salt Lake	3	3	918,994	1,225,274	1,228,219	3	3,184,644	2,728,670	455,974
San Antonio, Tex.	3	3	891,851	2,031,509	809,383	3	3,382,142	1,890,134	1,492,008
San Francisco-Oakland	4	4	2,926,136	5,246,102	4,012,190	4	11,422,839	6,837,885	4,584,954
Seattle-Tacoma	4	4	1,512,311	3,565,346	1,420,524	4	6,042,470	5,061,950	980,520
South Bend-Elkhart, Ind.	3	3	365,568	711,147	483,591	3	1,568,374	1,722,299	153,925•
Spokane, Wash.	3	3	442,906	1,634,270	835,128	3	2,573,122	2,176,459	396,663
St. Louis	3	3	2,156,951	4,157,438	2,902,037	3	8,175,174	3,895,044	4,280,130
Tampa-St. Petersburg, Fla.	3	3	614,508	1,428,560	1,003,280	3	2,876,872	2,789,555	87,317
Tucson, Ariz.	3#	3	112,788	168,914	958,210	3	1,215,911	1,228,543	12,632•
Tulsa-Muskogee, Okla.	3	3	1,045,618	1,397,755	1,000,187	3	3,414,747	2,922,975	491,772
Washington	4	4	2,265,112	4,867,280	2,055,914	4	8,810,453	6,266,370	2,544,083
West Palm Beach, Fla.	3#	2	**	**	**	2	**	**	**
Wilkes-Barre-Hazleton-Scranton, Pa.	4	4	631,921	800,766	902,659	4	2,181,902	2,254,235	72,333•
Wichita-Hutchinson, Kans.	4#	4	519,187	1,136,798	981,839	4	2,531,962	2,855,481	323,519•
Honolulu	3	3	176,285	738,994	1,079,162	3	1,815,234	1,560,067	255,167
Total 64 markets	215	209	$ 91,425,714	$199,732,252	$119,652,123	214	$387,905,543	$274,336,197	$113,569,346
Markets less than 3 stations (203)	266	249	$ 36,559,905	$ 81,460,636	$ 54,349,962	260	$163,445,313	$130,758,178	$ 32,687,135
Total 267 markets	481	458	$127,985,619	$281,192,888	$174,002,085	474	$551,350,856	$405,094,375	$146,256,481

[1] Before commissions to agencies, representatives and others.
[2] Total revenues consist of total time sales less commissions plus talent and program sales.
[3] Before Federal income tax.
Note: • denotes loss.

# Not all stations in this market operated a full year during 1956.
* Data withheld because third station in this market in operation for short period during 1956.
☐ Data incomplete.
** Data not published for groups of less than 3 stations.

The Best-Listened-To NEWS in South Texas

Frank Matthews

James Metcalf

Harold Baker

For over a quarter century WOAI News has been more than a service — it's an institution with millions of Texans — News by professional newsmen whose only job is writing and presenting news — complete, full, detailed news on every level — In Texas, listening to WOAI News is a habit.

Best Buy Ever!

YOU CAN BUY 10 PRIME 1-MINUTE ANNOUNCEMENTS A WEEK FOR $170

NCS No. 2 SHOWS WOAI HAS MORE LISTENERS: MONTHLY, WEEKLY, DAILY

WOAI HAS:

248% MORE RADIO LISTENING HOMES than San Antonio station #2

197% MORE MONTHLY LISTENING HOMES than San Antonio station #2

184% MORE WEEKLY LISTENING HOMES than San Antonio station #2

203% MORE DAILY LISTENING HOMES than San Antonio station #2

Count 50% counties — count all counties — count circulation in radio homes reached and, as usual, it takes BIG WOAI RADIO to cover BIG SOUTH TEXAS (and lots of bonus area, too)!

CLEAR CHANNEL · 50,000 WATTS

WOAI

SAN ANTONIO

NBC AFFILIATE • *Represented Nationally by* **EDWARD PETRY and COMPANY, INC.**

Justice Objects to AT&T Plan To Lease Out Radio Gear

The antitrust division of the Justice Department has filed a statement with the FCC protesting the American Telephone & Telegraph Co's attempt to do business in the field of private radio communications.

AT&T wants to lease out two-way radio equipment such as that used by trucking companies between their home offices and carriers on the road. But the Justice Department thinks such a move will "substantially curtail or eliminate" competition in this young industry.

Justice also told the FCC it thinks AT&T's entry into the field would violate a court decree of January 1956 in which the firm is barred from doing business under those government regulations which are without provision for antitrust measures.

Firms such as the Philco Corp., General Electric Co. and Motorola Inc., which supply private radio systems, already have objected strenuously to AT&T's proposal.

The proposal came in the form of a tariff filed under Title 2 of the Communications Act which governs common carriers. This section gives them the status of regulated monopolies, and is concerned with tariffs instead of the antitrust angle.

Last week AT&T replied to the Justice Department charges and said, "All we are doing now is filing rates to put our service under public regulation." It added that FCC "approval of this tariff would not give a telephone company any advantage over others in the field."

AT&T continued, "Nearly all the equipment that we furnish in providing this service is bought from outside manufacturers and we have no plans to enlarge our production of equipment used in this field."

FCC Grants Hearing to Decide Modification of WJTV (TV) Permit

The FCC last week, on the request of ch. 12 WJTV (TV) Jackson, Miss., granted a hearing to determine whether the necessary modification of WJTV's construction permit to allow ch. 20 WJMR-TV New Orleans to operate experimentally on ch. 12 would be in the public interest.

WJMR-TV had been granted authorization to operate simultaneously on chs. 12 and 20, while directionalizing to protect WJTV and permit direct comparison of uhf and vhf signals. However, New Orleans and Jackson are 28 miles short of the required 190-mile separation for co-channel vhf stations and WJTV claimed this modified its license without a hearing.

While granting WJTV a hearing, the Commission refused to stay issuance of program test authority to WJMR-TV once that station completes construction. WJMR-TV had applied for permission to begin telecasting on ch. 12 two weeks ago, but was denied by the FCC on the grounds it had not met Commission construction requirements [B•T, Sept. 16].

U. S. Set Tax Revenue Drops To $149 Million in Fiscal '57

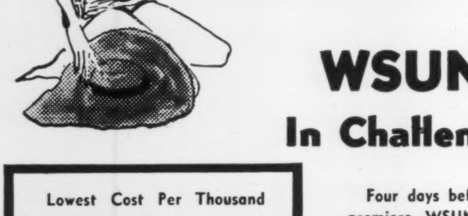
The federal government received $149,192,000 from excise taxes on radio sets, phonographs, tv sets and component parts for fiscal 1957 (ended June 30), according to an announcement last week by the Internal Revenue Service. This represents a decline from the $161,098,000 collected from the same source in fiscal 1956.

For the three months ended June 30, radio-tv-phonographs increased the government's income by $34,475,000, compared to $34,909,000 for the same period of 1956. Total excise tax collections were over $10.6 billion, compared to $10 billion during 1956.

Initial Decision Reaffirmed

FCC hearing examiner H. Gifford Irion last week reaffirmed his initial decision of January 1956 favoring the grant of a tv station on ch. 7 Buffalo, N. Y., to Great Lakes Television Inc. because "nothing" in the record calls for a revision of that decision.

Last July the Commission ordered further study of the examiner's award for the limited purpose of taking a second look at the financial qualifications for one of the losing applicants, WKBW-TV Inc. The examiner ruled that WKBW-TV Inc. was still financially qualified, but again ruled in favor of Great Lakes.



-(LIKE WE KNEW IT WOULD)

UNIQUE TEST PROVES

1. WSUN-TV, only UHF in 3 station market, has large, loyal, audience.
2. Advertising on WSUN-TV packs solid impact.

WSUN-TV TAKES TOP RATING

In Challenge of MGM Premiere on VHF Station

Lowest Cost Per Thousand

WSUN-TV

Channel 38

Unduplicated ABC in the Tampa-St. Petersburg Market.

Represented by VENARD, RINTOUL & McCONNELL, INC.
Southeastern: JAMES AYRES.

Four days before competing VHF station's MGM premiere, WSUN-TV decided to challenge Leo and VHF. Competing station was concluding a month-long promotion campaign for MGM premiere.

This was largest television promotion blast ever launched in Tampa-St. Petersburg area. VHF station saturated with newspapers, radio, on-the-air promos, outdoor displays, MGM parades.

WSUN-TV's decision was to challenge with "African Queen" from United Artists package . . . and restrict promotion to its own television facilities — announcements only, not one cent in advertising, and only four days to promote.

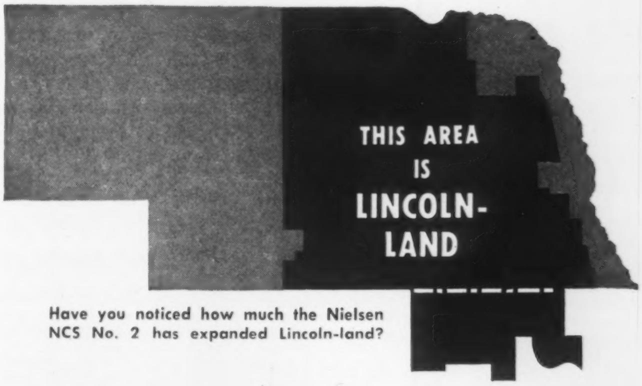
WSUN-TV's purpose was to dramatically test pulling power of Channel 38 pitted against an all media campaign — a most severe test in view of one month of MGM promotion compared to only four days of station promos by WSUN-TV.

August 24, 10:30 PM, WSUN-TV played "African Queen" head-on against "Command Decision" on Station B. Result: WSUN-TV top rating among all three stations in ARB Co-incidental Survey.

In detail, 10:30-11:00 PM ratings were:

WSUN-TV (lead-in from "My Hero")	16.4
Station B (lead-in from "Grand Ole Opry")	16.
Station C (lead-in from "Burns & Allen")	13.4

ARE YOU HALF-COVERED IN NEBRASKA'S OTHER BIG MARKET?



Have you noticed how much the Nielsen NCS No. 2 has expanded Lincoln-land?

ARB SURVEY — LINCOLN-BEATRICE MARKET
June 9-15, 1957 — 8:30-10:00 P.M.

This special ARB Survey of the Lincoln-Beatrice market was recently made at the request of an important national advertiser. It shows that even in EASTERN Lincoln-land only, KOLN-TV gets more than *twice as many viewers* as the leading Omaha station!

	Rating	Share
KOLN-TV	29.5	57.0
Station B	12.5	24.2
Station C	9.5	18.4
Others	.2	.4

AM - TV - FM

The Felzer Stations

WKZO-TV — GRAND RAPIDS-KALAMAZOO
WKZO RADIO — KALAMAZOO-BATTLE CREEK
WJEF RADIO — GRAND RAPIDS
WJEF-FM — GRAND RAPIDS-KALAMAZOO
KOLN-TV — LINCOLN, NEBRASKA
Associated with
WMBD RADIO — PEORIA, ILLINOIS

KOLN-TV, one of America's great area stations, covers Lincoln-land — a rich 69-county market that is as independent of Omaha as Hartford is of Providence . . . or South Bend is of Fort Wayne.

Lincoln-land has 296,200* families with 191,710* TV sets. All surveys, including the latest 42-county Videodex, show that KOLN-TV gets the lion's share of the audience, all the time!

Ask Avery-Knodel for all the facts on KOLN-TV, the Official CBS Outlet for South Central Nebraska and Northern Kansas.

*See NCS No. 2

CHANNEL 10 • 316,000 WATTS • 1000-FT. TOWER

KOLN-TV

COVERS LINCOLN-LAND —NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representatives

Hitch your sales wagon to a STAR SALESMAN

WJBK radio

DETROIT'S MUSIC • NEWS • SPORTS STATION

A STORER • STATION

NATIONAL SALES HEADQUARTERS
625 Madison, N. Y. 22, PL 1-3940
Represented by THE KATZ AGENCY

Clark Reid
MON. - SAT.
6:00 to 9:00 AM
BEST SELLER IN CARS AND HOMES

DBA Board Approves Report By Senate Small Business Unit

A resolution expressing "complete accord and satisfaction" with the report of the Senate Small Business Committee on daytime radio stations was adopted by the board of directors of the Daytime Broadcasters Assn. at a special two day meeting in Chicago last week.

The report criticized the FCC for its delay in considering a DBA petition requesting increased and more uniform broadcast hours for daytime stations and made several recommendations for the solution of the problem [B•T, Sept. 16]. The board stated it felt the Senate report "supports fully the position taken by DBA" and was "especially gratified" that the full membership of the committee unanimously approved it.

Sen. John J. Sparkman (D-Ala.) is chairman of the Small Business Committee and Sen. Wayne Morse (D-Ore.) headed a special subcommittee which held hearings on the daytimer's request for more broadcast time.

The board also announced it will ask to testify before the House Legislative Oversight Subcommittee, which plans to investigate the FCC and five other federal independent agencies (see page 78). Ray Livesay, owner-president of WLBH Mattoon, Ill., is president of DBA.

Youngstown Tv Protest Denied

The FCC has denied the protest of ch. 73 WXTV (TV) Youngstown, Ohio, against a Feb. 20 grant to ch. 45 WKST-TV New Castle, Pa., to move its transmitter to Youngstown-New Castle area and increase its power and antenna height. Ch. 45 was reallocated in 1956 and the FCC majority ruled WKST-TV's grant is equally valid for the hyphenated area. Comr. Robert T. Bartley dissented, stating that the effect of the 1956 order "was to create a new channel allocation in Youngstown, thus making it available for competing applications."

FCC Affirms Ch. 6 Grant to KOPR

An initial decision granting ch. 6 to Copper Broadcasting Co. (KOPR Butte, Mont.) has been affirmed by the Commission. The grant is effective immediately.

Arthur W. Schweider, competing applicant for ch. 6, had withdrawn with the promise of $7,500 compensation for out-of-pocket expense [B•T, Aug. 19].

KOPR is 67% owned by the A. L. Glasmann interests.

Commission Makes Two Tv Grants

The FCC last week approved construction permits for two new tv stations. They were Plains Television Corp. for an outlet on ch. 33 Champaign-Urbana, Ill., with 178 kw visual power and a 570-ft. antenna; and a non-commercial station to Florida West Coast Educational Television Inc. in Tampa on ch. 3 with 14.1 kw and a 500-ft. tower.

FCC CHAIRMAN John C. Doerfer was the principal guest on the premiere broadcast last Monday of CBS Radio's *The Ford Road Show Starring Arthur Godfrey* (Mon.-Fri. 5:05-5:30 p.m.) and explained in detail how the Conelrad system operates. Both Mr. Doerfer and Mr. Godfrey agreed that radio had weathered a severe crisis in recent years and now seemed headed for better days.

Magazine Scores Boston Decision

"Massive oversight" on the part of FCC commissioners in their grant of Boston's ch. 5 last summer to the Herald-Traveler Corp., there, is but one of the biting charges made by *The Reporter* in its Sept. 19 issue.

In an article entitled "The FCC—Who Will Regulate The Regulators?" the Boston decision is stressed as a prime example of the thinking of a "legislative freak," the FCC, when under pressure. The staff-written feature appeared two weeks after a similar story in *Harper's* magazine [B•T, Sept. 2].

Ch. 7 Moved to Alexandria, Minn.

The FCC has amended its table of television frequency assignments by shifting ch. 7 from St. Cloud to Alexandria, Minn., largely because the assignment would provide "at least one television service" to that area. The members, with the exception of Comr. Rosel H. Hyde, said Alexandria is more than 100 miles from the nearest operating station and that over 235,000 persons would eventually benefit from ch. 7. At the same time, St. Cloud was assigned ch. 36.

ACLU Against License Extension

The American Civil Liberties Union has told the Senate Communications Subcommittee that so called sound business reasons do not justify the extension from three to five years of FCC station license renewals; this would lengthen the time check in which a station's record is reviewed to see if its broadcasts are in the public interest, Former FCC Chairman George C. McConnaughey and others have endorsed such an extension.

U.S. Rejects Red Chinese Plan

While American newsmen waited outside the Bamboo Curtain [B•T, Sept. 2], the U.S., in negotiations with Communist China in Geneva, has rejected a Chinese plan for the mutual exchange of news correspondents on a reciprocal basis. The State Department announced it would consider applications for admittance of Red Chinese news personnel on individual merits.

The networks, meanwhile, have assigned the following to enter the Chinese mainland if the chance should come: Ray Falk, ABC Tokyo correspondent; Guy Searles, CBS Hong Kong correspondent; Robert Hurleigh, Mutual News Chief, and James Robinson, now in Tokyo for NBC.

WHAS-TV Bid Intervention Allowed

The petitions of WKRC-TV Cincinnati, Air Transport Assn. of America, Commonwealth of Kentucky, and other interested parties to intervene in a proceeding on the application of WHAS-TV Louisville, Ky., to change its transmitter and antenna location and acquire a 2,000 foot tower, were granted last week by FCC Chief Hearing Examiner James D. Cunningham.

WHAS-TV has made over the past five years 25 unsuccessful efforts to acquire a site for a 2,000 ft. above ground antenna, which, it claims, is required to adequately cover essentially rural Kentucky. In all applications for Airspace Panel approval it has been denied. Last March WHAS-TV asked the FCC to set its application for hearing and to charge the Airspace Panel to find a site for its proposed tall tower [B•T, April 1]. The station at one time proposed a site which brought objections from Lexington uhf tv stations.

Radio-Tv Reports Too Swiftly

FCC has been asked by the International Assn. of Fire Chiefs to restrain radio and tv from broadcasting disaster reports until at least 15 minutes after they occur. Meeting in New Orleans, the association said immediate broadcast reporting makes it difficult to get fire apparatus and equipment to the scene because of traffic congestion.

BOXSCORE

STATUS of comparative hearing cases for new tv stations before FCC:

AWAITING FINAL DECISION 0

AWAITING ORAL ARGUMENT: 8

(Figures in parentheses indicate dates initial decisions were issued.)

Coos Bay, Ore., ch. 16 (7-20-56); Hatfield, Ind.-Owensboro, Ky., ch. 9 (2-18-57); Onondaga-Parma, Mich., ch. 10 (3-7-57); Toledo, Ohio, ch. 11 (3-21-57); Beaumont, Tex., ch. 6 (4-27-57). Cheboygan, Mich., ch. 4 (6-21-57); Buffalo, N. Y., ch. 7 (9-13-57); Lubbock, Tex., ch. 5 (9-9-57).

IN HEARING 8

Mayaguez, P. R., ch. 3; Alliance, Neb., ch. 13 (6-6-57); Greenwood, Miss., ch. 6; Elk City, Okla., ch. 8; Ogden, Utah, ch. 9 (7-3-57); Baton Rouge, La., ch. 18 (7-11-57); Elko, Nev., ch. 10 (7-11-57); Beaumont-Port Arthur, Tex., ch. 12.

IN COURT: 5

(Appeals from tv grants in U. S. Court of Appeals, Washington.)

Portsmouth, Va., ch. 10; Miami, ch. 10; Knoxville, Tenn., ch. 10; St. Louis, ch. 11; Boston, ch. 5.

WICHITA AREA ARB REPORTS . . .
4 OUT OF 5 KTVH VIEWERS ARE ADULTS*

ADULTS WITH BUYING POWER

* In the June, 1957 ARB of the Wichita area, KTVH leads the way **where it counts** — with 2,872,897 adult viewer impressions in the top 73 quarter hours. Four out of five viewers on KTVH are **adults**, who pack real "grownup" buying power!

TO SELL KANSAS . . . BUY KTVH. Exclusive CBS-TV for Central Kansas.

KTVH Channel 12

Howard O. Peterson, General Manager • Represented Nationally by H-R Television, Inc.

United Press Facsimile Newspictures
and
United Press Movietone Newsfilm
Build Ratings

Hitch your sales wagon to a STAR SALESMAN

Norm Lenhardt
LAST MINUTE
NEWS
EVERY HOUR
ON THE HOUR

WJBK radio

DETROIT'S MUSIC • NEWS • SPORTS STATION

A STORER STATION

NATIONAL SALES HEADQUARTERS
625 Madison, N. Y. 22, PL 1-3940
Represented by THE KATZ AGENCY

WNEW Dropping 'Top 40' Hits To Keep 'Creative Urge' Free

WNEW Program Manager Hal Moore by airing popular music, is dropping the "top 40" list of hits, explaining that stations making "automatic use" of such lists have "almost eliminated the creative programming urge . . the ingenuity and imagination upon which the future growth of radio will depend."

Although playing of the "top 40" takes only two hours of WNEW's 24-hours-a-day, 7-days-per-week schedule (on Art Ford's Saturday morning *Make Believe Ballroom)*, the move was viewed last week as "radical," since more and more stations reportedly are featuring "the tops in pops" as a staple diet of programming. WNEW was a pioneer in this format.

WNEW Program Manager Hal Moore conceded the "top 40" lists "serve a most useful purpose by showing trends and other pertinent information," but added that "such data should be treated as a source of information for a program rather than constituting the program itself." Furthermore, noted Mr. Moore, the music business has changed so much over the past few years—with the advent of the "LP" album—that single discs do not reflect the true status of U. S. musical tastes today, but rather a "restricted picture."

Texas Triangle Group Formed

The formation of the Texas Triangle, a new national sales group, has been announced jointly by Gordon B. McLendon, president of McLendon Corp., and Arthur H. McCoy, vice president of the John Blair Co. station representatives. Texas Triangle stations, reportedly embracing 73% of all Texas population, are KLIF Dallas, KFJZ Fort Worth, KILT Houston and KTSA San Antonio. All these stations are represented individually by Blair. All, with the exception of Tarrant Bcstg. Co.'s KFJZ, are part of the McLendon organization.

KGGM-TV Counts City Tv Sets, Finds Saturation of 92.4%

KGGM-TV Albuquerque, N. M., has completed a tv set tabulation in that metropolitan area and found a 92.4% saturation, according to A. R. Habenstreit, station president-general manager.

The station employed a three-man crew for the operation. Two members of the team covered the houses on each side of a street and the third tabulated the result in a car. The researchers knocked on doors and asked the occupant if there was a tv in the home. Only a yes or no answer was recorded. If an antenna was visible no inquiry was made. In the event an interviewer received no answer to his knock, a neighbor was queried and the answer found in this manner. Where no information was available the home was not counted. Based on 11,095 homes or 21.5%, of total homes, and projected against the 1955 census, the station reports a total of 50,591 sets.

WTIC-TV to Go on Air Today

WTIC-TV Hartford, Conn., is scheduled to go on the air today (Monday) at 7 p.m., operating on ch. 3 Officials reported that the station has signed more than $200,000 in national spot billings, plus sizable local business.

For the remainder of the first week, the station will be on the air from 6:30 p.m. to midnight on weekdays and noon to midnight on the weekend. The station is expanding its air time gradually until by Oct.

SIGN
YOUR
PLEDGE
HERE
HITCH HORSE SENSE
TO HORSEPOWER...
DON'T DRIVE YOURSELF TO DEATH!
CAMPAIGN SPONSORED BY
WFIL WFIL-TV

PENNSYLVANIA Gov. George M. Leader signs the first pledge to "hitch horse sense to horsepower" in the safety campaign launched on Triangle Stations Sept. 15 [B•T, Sept. 16]. Roger W. Clipp, Triangle radio-tv vice president (l), and Philadelphia Mayor Richardson Dilworth man the booth. In line behind Gov. Leader are Gov. J. Caleb Boggs of Delaware and Attorney General Grover C. Richman of New Jersey. The campaign, begun on WFIL-AM-FM-TV Philadelphia, covers five states for four months. Triangle stations participating are WFIL-AM-FM-TV, WNBF-AM-FM-TV Binghamton, N. Y., WFBG-AM-TV Altoona-Johnstown, Pa., and WNHC-AM-FM-TV New Haven-Hartford, Conn.

15 it will attain a 3 p.m. starting time. WTIC-TV is owned by Travelers Broadcasting Service Co., and represented nationally by Harrington, Righter & Parsons.

FM Unlimited Moves in N. Y., Adds Seven Station Clients

FM Unlimited Inc., Chicago, has announced the move of its New York offices and the addition of seven stations for which it has been appointed national representative.

The representation and promotion organization has moved quarters in New York from 11 E. 9th St. to 342 Madison Ave. (Tel.: Oxford 7-8890) and reported it "shortly" will announce opening of San Francisco and Los Angeles offices.

Fm stations joining FM Unlimited are WBAI New York, WPJB Providence, WFMB Nashville, WFMR Milwaukee, KCFM St. Louis, KPFM Portland, Ore., and KRCW Santa Barbara, Calif.

WGST Airs Editorials

WGST Atlanta reports that its new policy of running "electronic editorials" has met with success in its area. It has had several calls from listeners and local newspapers asking for copies of the various broadcasts. A few of the subjects of editorials used by the station have been Gov. Faubus of Little Rock, Ark.; Labor Day weekend, and the local Atlanta Schools Safety Patrol.

WRCA-TV Offers 'Sweepstakes'

WRCA-TV New York plans to inaugurate a "Honeymooners Sweepstakes" in conjunction with its new film series *The Honeymooners* (Tues. 7-7:30 p.m.) which stars Jackie Gleason and Audrey Meadows. The sweepstakes, which starts Wednesday, is open to any married couple which sends a letter with name and address to the station. A seven-day cruise to Bermuda will be awarded the three top winners. One thousand other prizes will also be given away. Winners will be selected by a drawing held after the contest closes Oct. 8.

KAKC Holds Heat Contest

A heat wave contest held by KAKC Tulsa, Okla., reportedly drew over 5,000 entries. Listeners were asked to guess the time and date the temperature would reach 102 degrees. KAKC disc jockey John Trotter, who planned and promoted the contest, awarded a check for $102 for the prediction that 102 would be reached at 2:35 p.m. on July 28. It was recorded at 2:40 p.m. on that date.

'Best Building Location in N. Y.'

WCBS New York has prepared an extensive sales presentation piece, "Best Building Location in New York," which concludes that WCBS is "the best buy" in New York for radio advertisers. The presentation stresses that the station is "the busiest thorofare in the world's busiest city," reaches "the world's most 'well-to-do neighborhood'" and has the "top sales people" in its lineup of personalities.

KIMN CRACKS CURTAIN

"Top 60" is a record formula that has been succeeding well for disc jockey Gary Owens of KIMN Denver. Wondering if this program philosophy might not be a universal truth, Mr. Owens set out to telephone Radio Moscow. For two days he negotiated strike-bound domestic service, the Russian Embassy, the Atlantic Ocean and connecting points on the European continent, finally reaching a "Mr. Chekov" of Radio Moscow's department of culture and music.

In English Mr. Chekov told the Denver d. j. that, no, Radio Moscow does not play "top tunes." Nor do "the people" like rock-and-roll, Mr. Chekov told his interviewer. Listener requests are honored, however. Music by Prokofiev and Khachaturian leads the list of requests in the Red capital.

The taped conversation was played on Mr. Owens' show Sept. 13.

WPAR Moves to $100,000 Plant

WPAR Parkersburg, W. Va., operating in temporary quarters since fire destroyed its plant [B•T, Feb. 18], has moved into its new $100,000 building downtown. A feature of the modern installations is a street studio, affording pedestrians a look at broadcast activity.

WAMS Conducts 20 Timebuyers On Tour of Wilmington Market

Twenty New York timebuyers from 16 agencies were guests of WAMS Wilmington, Del., last Thursday on an all-day junket there. The tour concentrated on the Wilmington market itself, purposely avoiding direct mention of the station.

The guests, flown to Wilmington on a chartered flight, were met by Delaware Gov. J. Caleb Boggs; Rep. Harry G. Haskell (R-Del.); Mayor Eugene Lammot of Wilmington; O. Wayne Rollins, president of Rollins Broadcasting, WAMS owner, and Charles W. Stone, station general manager. The day included a tour of local industry sites, lunch at the DuPont Country Club and dinner at the DuPont Hotel. Sen. John J. Williams (R-Del.) spoke at the dinner.

The timebuyers returned to New York on a private Pennsylvania Railroad car.

WHYN-TV Sets Switch to Ch. 40

WHYN-TV Springfield, Mass., will switch from ch. 55 to ch. 40 on Sept. 30, it was announced last week by General Manager Charles N. DeRose. The move to the lower uhf channel brings the station's dial position closer to the other uhf stations covering the area, Mr. DeRose said. No change in transmitter site is involved but WHYN-TV will boost effective radiated power from 182 kw to 250 kw visual with a new GE transmitter, he said. WHYN-TV is a CBS-TV affiliate.

Sponsored
time will
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with the Big
"C" SECTION
of the
SESAC
Transcribed Library

- Popular concert favorites—operatic and symphonic excerpts, choral renditions.
- Easy-to-sell script service.
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- All at its best at low monthly fees.

Write, right now . . .

SESAC INC.

The Coliseum Tower
10 Columbus Circle
New York 19, N. Y.

Hitch your sales wagon to a STAR SALESMAN

Tom George
MON. - FRI.
9-11 AM, 12-3 PM
BEST WOMEN'S AUDIENCE

WJBK radio

DETROIT'S MUSIC • NEWS • SPORTS STATION

A STORER STATION

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625 Madison, N. Y. 22, PL 1-3940
Represented by THE KATZ AGENCY

Trapp, Louis-Dreyfus Join Petry Tv in Expansion Plan

Richard Trapp, account executive with Blair Television Assoc., and Judy Louis-Dreyfus, sales service manager of WTVD-TV Durham, N. C., have joined the New York sales staff of Petry Tv as a part of a general expansion plan blue-printed by Edward Petry & Co., New York, it was announced last week by Martin L. Nierman, vice president in charge of tv sales.

Before joining Blair, Mr. Trapp was with CBS six years, the last two as a network tv account executive on *Good Morning* and *Captain Kangaroo.*

Mrs. Louis-Dreyfus had been director of continuity at WTVD-TV before her sales service manager position.

Other changes and additions to the sales staff of the Petry firm are the promotion of George Ledell from tv salesman in the Los Angeles office to manager of the San Francisco office and the appointment of Carroll McKenna and Paul Kennedy Jr. as radio and tv salesmen, respectively, in Los Angeles.

WJR Starts New Profit Plan

The establishment of a new profit-sharing trust for staffers of WJR-AM-FM Detroit, Mich., with an initial fund of $75,000, has been announced by John F. Patt, president. Currently, 63 employes are qualified for participation in the trust, composed entirely of company contributions, "with no supplemental financial participation required of the individual."

This new plan reportedly replaces the former WJR insurance pension trust, which had required five years' service from staff members before they could participate. Now only three years' service is required.

THE BIG DAY

What kind of a day was it? It was like any other day—but a lot bigger as far as KNX Los Angeles was concerned. On Aug. 27, KNX received program and spot announcement contracts totaling $75,000, making that day's business "the largest of any single day over the past five years," according to Maurie Webster, general sales manager of KNX and Columbia Radio Pacific Network. The "big day" was part of a "big week," reports Mr. Webster, the largest sales week in 1957. More than 15 business firms were represented in the day and week.

Broadcasts, News Stories Set Off Cosmic War Scares in 3 Places

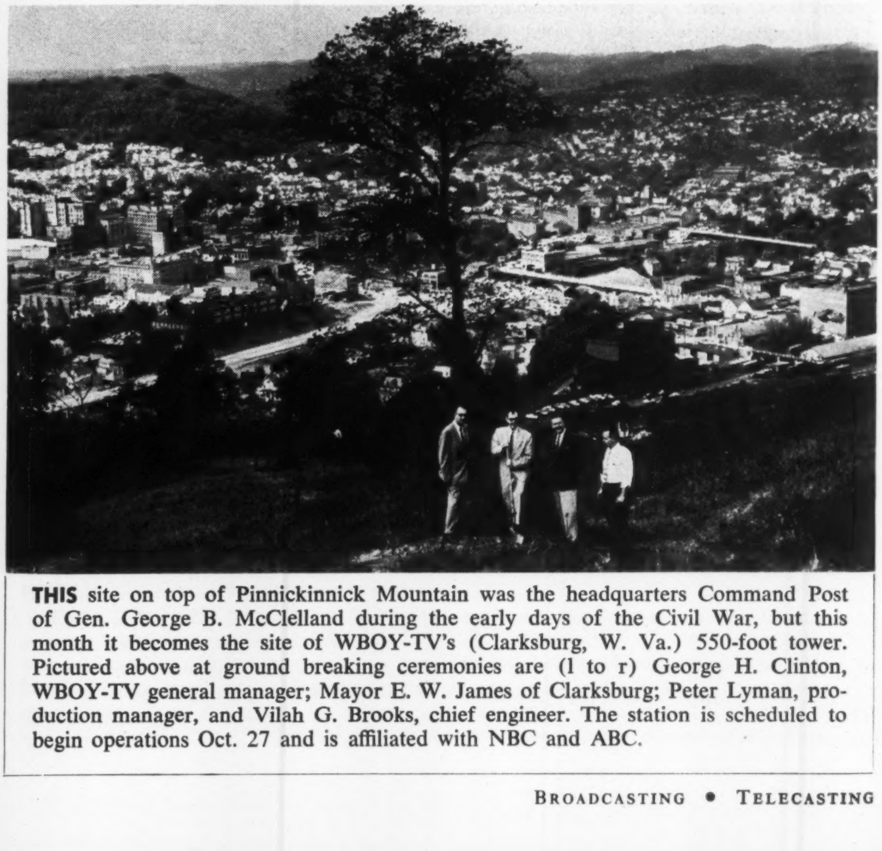
The first half of September saw people at several points on the planet Earth looking for cover after they had misinterpreted broadcasts and newspaper stories as reports of cosmic war.

It happened in Connecticut, in Russia and in Canada.

The alleged incident in Hartford, Conn., occurred after a show on a CBS-owned tv station.

But CBS headquarters in New York denied there was a scare of any consequence in Hartford. CBS owns WHCT (TV) Hartford. The CBS spokesman in New York indicated that newspaper reports following a WHCT telecast Sept. 15 were greatly exaggerated.

At noon on the Sunday that opened National Civil Defense Week, WHCT's *Eye on Connecticut* undertook to show "what could happen in Connecticut in the event of an



THIS site on top of Pinnickinnick Mountain was the headquarters Command Post of Gen. George B. McClelland during the early days of the Civil War, but this month it becomes the site of WBOY-TV's (Clarksburg, W. Va.) 550-foot tower. Pictured above at ground breaking ceremonies are (l to r) George H. Clinton, WBOY-TV general manager; Mayor E. W. James of Clarksburg; Peter Lyman, production manager, and Vilah G. Brooks, chief engineer. The station is scheduled to begin operations Oct. 27 and is affiliated with NBC and ABC.

THE first step toward erecting a tower for KVII (TV) Amarillo, Tex., is taken by John L. McCarty (l), board chairman of the station, and Murry Woroner (r), president, as Herbert Hoff, Dallas, Tex., field representative for RCA, which is providing equipment, looks on where an 843-ft. tower will stand. The ch. 7 facility, granted last month [B•T, Aug. 5], expects to be in operation Jan. 1 as Amarillo's third tv station. KVII is reported to have affiliated with ABC. Mr. Woroner at present is business manager of KAMQ Amarillo, and Mr. McCarty, president of a Texas life insurance company, also heads a multimillion dollar shopping-residential development in Amarillo.

enemy attack," using film shots of missile and bomber maneuvers and civil defense drills and interviews with civil defense authorities. The program was identified at various times as a public service show.

At Tuapse, Russia, it was reported the same day that citizens took fright from a science fiction story in a newspaper and concluded they only had 40 days to live.

In Montreal, a French-language children's play Sept. 4 on CBFT (TV) inspired a flood of calls to the station, to CBC offices and to stations and newspapers.

The reported panic followed an installment in a serial on CBFT's *Operation Mystere* about a mad professor flying a saucer between Earth and Mars.

NARTB's Television Code states in part that "a television broadcaster should not present fictional events or other non-news material as authentic news telecasts or announcements, nor should he permit dramatizations in any program which would give the false impression that the dramatized material constitutes news. . . ."

New KTVX (TV) Call: KTUL-TV

KTVX (TV) Muskogee, Okla., moved last fortnight from Muskogee to Tulsa, changed its call letters last week to KTUL-TV. The ch. 8 facility is connected with KTUL Tulsa.

WWJ-TV Court Shows Canceled As Bar Asks Judges to Withdraw

WWJ-TV Detroit, opposed by the State Bar of Michigan in its presentation of judges on two courtroom shows, will withdraw *Traffic Court* and *Juvenile Court* from its schedule at the end of the month. *Traffic Court* has been on the air eight years and *Juvenile Court* since January 1956.

The State Bar ruled that participation in the courtroom re-enactments by Traffic Judge John D. Watts and Detroit Probate Judge Nathan J. Kaufman violated two canons of the bar's code of ethics, one discouraging a judge's use of "the power of his office or the influence of his name to promote the business interests of others" and another condemning use of the prestige of a judge's position to promote candidacy for judicial or other office. After the ruling, the judges agreed to withdraw from the shows.

WWJ-TV decided to take the weekly half-hour shows off the air after protests to the bar association failed. The station in its appeal cited awards the programs have received from the National Safety Council and others, 3,800 requests from viewers that the two series continue and rating evidence of their popularity. The Michigan Bar Assn. discussed the question at its meeting Sept. 11-13 [AT DEADLINE, Sept. 16].

Rabells Change KXOC to KPAY

Fred Rabell, new president of KXOC Chico, Calif., has announced that call letters will be changed to KPAY. Network affiliation will be dropped, and strong music and regional programming instituted for the Sacramento Valley. Rabell Enterprises, owned by Fred and Dorothy Rabell, bought the 1060-kc, 10-kw facility from Jack O. Gross, with approval by the FCC this month.

The station will open merchandising offices in Red Bluff, Willows, Corning and Marysville, all California, in addition to Chico, and a national sales office in Sacramento. Rabell Enterprises also owns KSON-KDFR (FM) San Diego, Calif.

WPTA (TV) Signs With ABC-TV

WPTA (TV) Fort Wayne, which was to launch broadcasting operations on ch. 21 last Saturday, signed as a primary affiliate of ABC-TV effective with the first day of operation, according to Ronald R. Ross, general manager of the station, and Alfred R. Beckman, vice president in charge of station relations for the network. WPTA, owned and operated by Sarkes Tarzian Inc., will transmit with 251 kw visual power and 129 kw aural power from a 775-foot tower.

New KLFY-TV Tower Recommended

The Airspace Panel of the Air Coordinating Committee last week recommended FCC approval for the new KLFY-TV Lafayette, La. (ch. 10), tower, which will be located at Church Point, La., and will be 973 feet above ground.

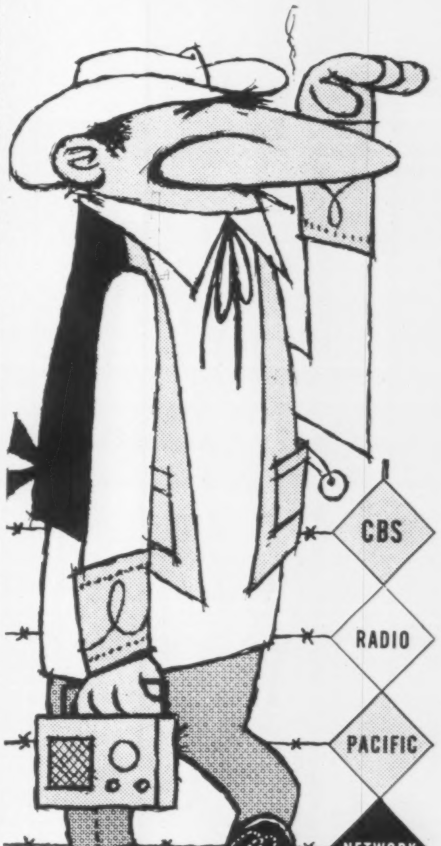
Westerners listen[1] to their favorite[2] programs on the CBS Radio Pacific Network[3]

[1] Listen: This refers to "ears in use," not merely to "sets in use."

[2] Favorite: As in Harry Babbitt, Sunday News Desk, Dave Vaile News, Ruth Ashton, Frank Goss News and Tom Harmon—to name just a few great CBS'rs.

[3] Network: 245,000 watts to blanket the 3 Pacific Coast States.

Summary: Programs, Personalities and Power . . . that's why your message belongs on the CBS Radio Pacific Network.



REPRESENTED BY CBS RADIO SPOT SALES

DATELINES

Newsworthy News Coverage by Radio and Tv

NEW BEDFORD—A tip that a Northeast Airlines plane was overdue at New Bedford (Mass.) Municipal Airport Sept. 15, triggered action by WNBH-AM-FM New Bedford, that lasted all night and into the next day. WNBH crash coverage was utilized by the Yankee Network, 12 radio stations in Boston, New York and New England, two television stations and several newspapers, including the *Providence Journal,* which the station says based its morning lead story on WNBH reports.

Henry M. Solomon, manager of WNBH-AM-FM, enlisted listeners in the search for the plane and organized coverage from three points in and around the airport. When the search ended and rescue attempts were over, WNBH followed the story at the hospital and composed two hour-long documentary shows for broadcast Monday. The job earned an unqualified "best" commendation from the New Bedford's Civil Defense director and others.

NEW YORK—WINS claimed a beat with its on-the-spot coverage of the New Bedford crash. Making use of the station's beeper phone-to-air circuit, which is on a permanent standby basis for emergency news, WINS announcer Tom O'Brien in rapid succession spoke to the control tower at New Bedford airport, the city fire chief and a New York representative of the airlines. His broadcasts came minutes after the first wire reports of the mishap, the station claims.

PROVIDENCE—Cameraman George Clarke of WJAR-TV Providence, R. I., penetrated the fog surrounding the New Bedford crash to get newsfilm of the disaster. Wading through swampy woodland to reach the aircraft, Mr. Clarke filmed rescue operations for use on WJAR-TV early the next morning. The station put an "exclusive" claim on the film job.

CLEVELAND—United Nations General Assembly sessions on the Hungarian report this month were beamed to the Midwest by WERE-AM-FM. WERE-FM carried the entire proceedings, and WERE-AM broadcast highlights, making the reports available to 55 stations on its baseball network through Ohio, West Virginia, Pennsylvania and New York. Schools and colleges also were offered the broadcasts.

NEWPORT—WICE Providence, R. I., stole a march on news services reporting Arkansas Gov. Orval E. Faubus' news conference weekend before last, the station reports. Covering developments in the meeting between Gov. Faubus and President Dwight D. Eisenhower, WICE News Director Bill Steffy by-passed news telephones outside the governor's conference room and got his report out to WICE and its affiliated WCUE Akron, Ohio, in record time. The stations aired a series of six reports with news conference tapes following the meeting between the President and the governor on the question of Arkansas school integration.

PEORIA—Citizens of this Illinois city could predict that the City Council would vote negatively on integrating police and fire departments Sept. 10. This was possible because they could see the trend of the council's debate on WTVH (TV) Peoria. To cover the historic night meeting, WTVH hired a mobile truck, carrying two Zoomar-equipped cameras and nine microphones into the council room. Station newsmen provided commentary. The two-hour session was presented as a public service by the station and the *Peoria Journal.*

The newspaper, in extensive feature treatment given the tv coverage, reported that councilmen and women seemed to have dressed with cameras in mind (blue shirts and clothes freshly pressed), and that "no one waved at the cameras."

LITTLE ROCK and NASHVILLE—WIP Philadelphia followed school integration developments in two communities with telephone help from stations there. Just before a court injunction was handed down in Arkansas, WIP Special Events Director Sam Serota aired a report from Bob Kemp and Ed Chestnue of KARK Little Rock giving local feeling on the matter. From Tennessee, Bob Irwin of WKDA Nashville filled in WIP listeners by telephone recording on school integration there.

CHARLOTTE—A taped report by Jack Knell, news director of WBT Charlotte, N. C., on integration in local schools was to be broadcast by the Voice of America, according to WBT. Station newsmen recorded reports from four campuses when school opened this month.

KWG, KWLK, KYMO Change Hands With Tops $85,000 for KWG

Sales of three 250 w local radio stations were announced last week. All transactions are subject to usual FCC approval and were handled by Hamilton, Stubblefield, Twining & Assoc., station broker.

KWG Stockton, Calif., was sold by Western Broadcasting Co. (Douglas D. Kahle, president) to KGW Broadcasting Co. for $85,000. Buyers include Robin Hill, Southern California engineer, and Robert Reichenbach and Frank Axelsen. Station operates full time on 1230 kc, with ABC.

KWLK Longview, Wash., was sold by John McClelland Jr. to Triad Broadcasting Co. for $65,000. Triad comprises Morton Glant, former salesman for KJR Seattle; William E. Boeing Jr., Seattle industrialist (Boeing Airplane Co.), and Donald K. McBride, station representative in Seattle. Station broadcasts on 1400 kc, with MBS.

KLMO Longmont, Colo., was sold by Grady Franklin Maples and associates to Arline H. Steinbach for $63,000. Miss Steinbach is the former owner of KLVC Leadville, Colo., and recently sold KBMO

Hitch your sales wagon to a STAR SALESMAN

Peter Stoner
LAST MINUTE NEWS
EVERY HOUR ON THE HOUR

WJBK radio
DETROIT'S MUSIC • NEWS • SPORTS STATION
A STORER STATION

NATIONAL SALES HEADQUARTERS
625 Madison, N. Y. 22, PL 1-3940
Represented by THE KATZ AGENCY

FAIR WARNING

Visiting friends of KRON-TV San Francisco may meet up with the "VTR Cocktail": vodka, tequila and rum. Douglas Elleson, program manager, thought it up; Mel Tate, moving spirit of Hanno's Hangout for San Francisco tv, radio and newspaper people, researched the appropriate formula to "perfection."

Benson, Minn. Mr. Maples and his associates retain their interests in KGMC Englewood, Colo., and in KLLL Lubbock, Tex. KLMO is a daytime independent on 1050 kc.

REPRESENTATIVE APPOINTMENTS

KXOC Chico, Calif., names George P. Hollingbery Co.

WBRD Bradenton, Fla., appoints Meeker Co.

WSMB New Orleans, appoints George P. Hollingbery Co.

STATION SHORTS

WABC New York reports its billings hit all-time high for month of August, paralleling business peak set by station in July. Billings for last month exceeded those of August 1956 by 21% and those of record high August 1955 by 16% station reports.

KGW Portland, Ore., announces 24-hour day programming.

KYA San Francisco has opened sales office in Los Angeles at 1441 N. McCadden Pl. Telephone: Hollywood 9-5409. Heading KYA Los Angeles office is **Jack Miller,** formerly assistant manager of KTVR (TV) Denver.

WDRC Hartford, Conn., reports it has extended its broadcasting schedule from 12:05 a.m. sign-off to 1:05 a.m.

WATV (TV) Newark, N. J., has moved its New York sales office to 580 Fifth Ave.

WHLI Hempstead, N. Y., reports it has dedicated its new remote broadcasting studio at Mid-Island Shopping Plaza in Hicksville. New $8,000 studio will be used for station's daily program *Luncheon Melodies*, heard from 1-2 p.m.

KXOC Chico, Calif., reports that station showed 56% increase in gross sales during August compared to same month of 1956. Station also reports 13.4% increase in July compared to July last year and that station has shown increase seven out of eight months of 1957 over same months in 1956. Total percentage of increase for year as of August is 11.8%.

WCBI-TV Columbus, Miss., will sign on with full-day schedule from 9 a.m. to 12 midnight daily, except Sunday, effective today (Monday).

KONA-TV Honolulu, Hawaii, has begun construction of new studio faciltities. Target date for shifting station's operation is late December.

SAG's Somerset Named to Head Hollywood AFL Film Council

Pat Somerset, assistant executive secretary, Screen Actors Guild, has been elected president of the Hollywood AFL Film Council, composed of unions and guilds representing 24,000 employes of the motion picture industry. Mr. Somerset, who also is president of the California State Theatrical Federation and a vice president of the California State Federation of Labor, will be inducted into office at the next council meeting tomorrow (Tuesday).

Other new film council officers are vice president, John W. Lehners, business representative, IATSE motion picture film editors Local 776; recording secretary, H. O'Neil Shanks, executive secretary, Screen Extras Guild; treasurer, Edwin T. Hill, secretary-treasurer, IATSA Affiliated Property Craftsmen Local 44; trustees, George Flaherty, IATSE international representative; Ralph Clare, business representative. Studio Transportation Drivers Local 399, and Albert K. Erickson, business representative, IATSE Motion Picture Laborers & Utility Workers Local 727.

16 L. A. Indies Signed—AFTRA

Negotiations between 17 non-network radio stations of the Los Angeles metropolitan area and the American Federation of Tv & Radio Artists for contracts to succeed those expiring April 30 have produced 16 signed contracts, Claude McCue, AFTRA's executive secretary, has announced. Negotiations with the remaining station, KXLA Pasadena, are proceeding amicably, he said.

Terms of the new two-year pacts generally call for wage increases of $10 to $15 a week for the first year, with additional second-year weekly boosts of $5 to $7.50; some include the 5% payment into the AFTRA pension and welfare fund and others, where stations have their own welfare plans, do not. The contracts with KBIG Avalon (Catalina), KGFJ Los Angeles, KALI and KWKW Pasadena and KDAY Santa Monica are similar to those with the first group of contracts to be completed [B•T, July 15].

Labor Group Votes to Delay Data

The executive board of the Chicago Federation of Labor has approved a proposal that a financial report on its owned WCFL in that city be withheld from union members and the public until after a forthcoming merger of AFL and CIO forces in Cook County, Ill.

William A. Lee, president of the union's executive board and the independent radio station had asked earlier that such a report not be released at this time.

Examiner Finds Against KARD-TV

KARD-TV Wichita, Kan., should cease purported efforts to discourage membership of employes in International Alliance of Theatrical & Stage Employes, according to a recommendation by Trial Examiner Thomas S. Wilson of the National Labor Relations Board. A hearing was held in May.

GET THIS
$52 MILLION
BONUS

The latest Nielsen Survey shows that KTBS-TV, Channel 3, Shreveport, Louisiana, gives you a *bonus* of 13,120 MORE TV HOMES than reached by Station B.

This gives you a *bonus* spendable income of MORE THAN $52,000,000.00* in this rich Southwest market with a total spendable income of more than $1,323,801,000.00.

* Sales Management June, 1957.

Your BONUS Station
With Maximum Power

KTBS-Tv
CHANNEL 3
SHREVEPORT
LOUISIANA

E. NEWTON WRAY,
President & Gen. Mgr.

NBC and ABC

Represented by
Edward Petry & Co., Inc.

Hitch your sales wagon to a STAR SALESMAN
WJBK radio
DETROIT'S MUSIC • NEWS • SPORTS STATION
A STORER STATION
NATIONAL SALES HEADQUARTERS
625 Madison, N. Y. 22, PL 1-3940
Represented by THE KATZ AGENCY
Don McLeod
MON. - SAT.
3:00 to 7:00 PM
BEST SELLER IN CARS AND HOMES

CANADA NETWORK TV NEARLY SRO

With sponsorship of numerous live Canadian network television shows not yet finalized, it looks as if advertising time on Canadian network tv soon will be sold out. To date the bulk of shows signed are of American origination, either network or on film, and many are repeats from last season. Food, soap, cigarette and automobile manufacturers dominate the sponsors.

The following shows have been definitely booked for the CBC-TV network on most Canadian English-language stations:

Colgate-Palmolive Ltd., Toronto, Ont., sponsors *The Millionaire* and live Canadian show *The Plouffe Family* through Spitzer & Mills Ltd., Toronto; and jointly with Walter M. Lowney Ltd., Montreal, Que. (Candy), *Lassie,* through Foster Adv. Ltd., Toronto and Montreal.

Lever Bros. Ltd., Toronto, sponsors Canadian live show *Front Page Challenge* through Young & Rubicam Ltd., Toronto; *Tugboat Annie,* filmed at Toronto, through Cockfield, Brown & Co., Toronto; and part of *Perry Como Show* through Harold F. Stanfield Ltd., Toronto. Other sponsors of the *Perry Como Show* are Kimberley-Clark Products Ltd. (paper), Toronto, through Spitzer & Mills, Toronto; Noxzema Chemical Co. of Canada, Toronto, through Young & Rubicam, Toronto; Simmons Ltd. (mattresses), Montreal, through Cockfield, Brown & Co., Montreal; Ogilvie Flour Mills Ltd., Montreal, through Kenyon & Eckardt Ltd., Montreal; and RCA Victor Ltd., Montreal, through J. Walter Thompson Ltd., Montreal.

Procter & Gamble of Canada, Toronto, sponsors the live *Canadian Hit Parade* and *Meet McGraw* through Benton & Bowles Inc., Toronto; live Canadian show *Country Hoedown* jointly with Robin Hood Flour Mills, Toronto, through Young & Rubicam, Toronto; *Disneyland* through Hayhurst Adv. Ltd., Toronto, jointly with Canadian Kodak Ltd., Toronto, through Baker Adv., Toronto; Swift Canadian Ltd., Toronto, through McCann-Erickson Canada Ltd., Toronto; and Disneyland Productions, Hollywood.

General Mills Canada Ltd., Weston, Ont., sponsors *The Lone Ranger* and *Burns & Allen* through E. W. Reynolds Ltd., Toronto, the latter jointly with Carnation Co. Ltd., Los Angeles, through Baker Adv. Agency, Toronto.

General Foods Ltd., Toronto, sponsors *December Bride,* the Canadian live drama show *On Camera* and *Dragnet,* through Baker Adv. Agency, Toronto, the latter jointly with S. C. Johnson & Son Ltd., Brantford, Ont., through Needham, Louis and Brorby of Canada Ltd., Toronto; and *Mighty Mouse Playhouse* through McConnel, Eastman Ltd., Toronto.

Prudential Insurance Co. of America, Toronto, sponsors *You Are There,* through Foster Adv. Ltd., Toronto.

Imperial Tobacco Ltd., Montreal, and DuPont Co. of Canada Ltd., Montreal, jointly sponsor *Father Knows Best* through McKim Adv. Ltd., and Vickers Benson Ltd., both of Montreal, respectively. Imperial Tobacco also sponsors live Canadian variety show *Juliette* through McKim Adv. Ltd.

Ford Motor Co. of Canada, Toronto, with Canadian Kodak Ltd., Toronto, sponsors the *Ed Sullivan Show* through Vickers & Benson Ltd., for Ford, and J. Walter Thompson Ltd. and Baker Adv. Ltd., for Kodak, all of Toronto.

International Nickel of Canada, Toronto, on Dec. 29, sponsors "Peer Gynt" live, with the Stratford, Ont., players, through Cockfield, Brown & Co., Toronto.

H. J. Heinz Co. of Canada Ltd., Leamington, Ont., and Harold F. Ritchie Ltd. (Silvikrin), Toronto, jointly sponsor *I Love Lucy* through MacLaren Adv. Co. Ltd., Toronto.

Canadian Westinghouse Ltd., Hamilton, Ont., will again sponsor *Studio One* through Spence W. Caldwell Ltd., Toronto.

Kellogg Co. of Canada Ltd., London, Ont., sponsors *Rin Tin Tin* through Leo Burnett Co. of Canada, Toronto.

Kraft Foods Ltd., Montreal, renewed *Kraft Theatre* through J. Walter Thompson Ltd., Montreal.

Chrysler of Canada Ltd., renewed *Climax* through McCann-Erickson, Toronto.

Bank of Canada, Ottowa, Ont., for four weeks in October for the Canada Savings Bond campaign, sponsors live Canadian drama *First Performance* through McKim Adv. Ltd., Toronto.

Thomas Lipton Ltd., Toronto, through Young & Rubicam, Toronto, and Harold F. Ritchie Ltd., Toronto (proprietary) through Atherton & Currier, Inc., Toronto, jointly sponsor Canadian film show, *Last of the Mohicans.*

Gillette Safety Razor Ltd., Montreal, sponsors the World Series baseball games through Maxon Inc., New York.

Tuckett Tobacco Ltd., Hamilton, Ont., sponsors live Canadian sports commentator Jim Coleman through MacLaren Adv. Ltd., Toronto.

Shell Oil Co., Toronto, through J. Walter Thompson Co., Toronto, and Canadian Tabacofina Ltd., Montreal, through Walsh Adv. Co., Montreal, jointly sponsor the Canadian *Big Four Football Games.*

Nabisco Foods Ltd., Toronto, through Kenyon & Eckhardt, Toronto, and Adams Brands Sales Ltd., through Baker Adv. Ltd., Toronto, sponsor the Canadian variety show *Holiday Ranch.*

Imperial Oil Ltd., Toronto, will again sponsor *NHL Hockey* games live each Saturday evening, through MacLaren Adv. Ltd., Toronto.

Whitehall Pharmacal (Canada) Ltd., Toronto, sponsors Canadian outdoors commentator King Whyte through Young & Rubicam Ltd., Toronto.

Milko Products Ltd., Toronto, sponsors the Canadian historical film series *Adventures of Pierre Radisson* through W. A. McCracken Ltd., Toronto.

'Scatter' Relay Links CMQ, Cuban Network, to NBC-TV

NBC-TV reported last week that the "first permanent overseas link" was effectuated on Sept. 13 when the Gillette *Cavalcade of Sports* boxing bout was relayed to Cuba and carried on the CMBF-TV network. The NBC-affiliated CMQ network will present the Friday night bouts regularly under the sponsorship of Gillette and plans to carry the World Series and other programs, according to Goar Mestre, CMQ president.

The link between the U. S. and Cuba was made via the new 180-mile "scatter" communications relay developed jointly by the American Telephone & Telegraph Co. and International Telephone & Telegraph Co. [B•T, Aug. 19]. The "scatter" system, according to NBC-TV, permits over-the-horizon wireless transmission of tv programs. In 1954, 1955 and 1956 the CMQ network telecast the World Series live by means of an airborne relay carried aboard a plane circling at a point between Key West, Fla., and Havana, NBC-TV reported.

Hawaiian Outlets to Pass Along 3½% Revenue Tax to Advertisers

Hawaiian broadcasters—losers in the first round of their fight against a territorial assessment of 3½% on gross advertising revenue—will pass along the additional cost to advertisers. The move is effective Oct. 1 and includes September business.

But the Hawaiian Assn. of Radio & Television Broadcasters, spearhead of the opposition to the tax, last week reiterated its intent to carry the fight to the public and to the legislature.

Over the past decade, Hawaii has assessed a 2½% tax on the gross revenue of all business concerns. Last July 1, the tax was increased to 3½%.

In the past the tax was not passed on to radio-tv clients because the stations were fighting the assessment in court and the tax payments were being held in escrow. The U. S. Supreme Court, however, earlier this year ruled against the stations and escrow monies went to the territorial government.

The 3½% tax was to have been passed on to clients last July 1, but after conferences in New York between HARTB representatives and agency executives and following a suggestion by McCann-Erickson Treasurer Frank White, a "turn-about period" was established. This gave agencies until Oct. 1 to present the facts of the tax situation to clients. An agreement was consummated on behalf of HARTB by past President Jack Burnet, President John D. Keating and Secretary-Treasurer Fin Hollinger.

HARTB said it expects all 10 Honolulu radio and four tv stations to start the campaign for public support with broadcast reports of the extensive public service programs and advertising already being donated by Hawaiian broadcasters. This, Mr. Hollinger said, amounts to "at least a quarter of a million dollars annually." He warned all broadcasters the Hawaiian tax case "may well set an ugly precedent" unless "such discriminatory legislation" is opposed by the entire radio-tv industry.

Russians Now Show Interest In Sen. Johnson's Tv Proposal

The Russian bear, after growling "nyet, nyet" for months, has changed his tone and it looks like something could come of the American proposal to exchange radio-tv programs with the USSR.

Soviet Ambassador Georgi N. Zaroubin has given strong hints, it was understood, that Russia might go along with the exchanges—first proposed by Senate Majority Leader Lyndon Johnson (D-Tex.) last June [B•T, June 17]. Mr. Zaroubin discussed this and other exchange subjects with William S. B. Lacy, special assistant to State Secretary John Foster Dulles. Mr. Zaroubin just returned from Moscow.

Sen. Johnson's suggestion for an "open curtain" between the two countries followed the now famous June 2 CBS interview with Communist Party boss Nikita S. Khruschev. Initially both *Pravda,* official Communist Party newspaper, and Radio Moscow blasted the suggestion.

INTERNATIONAL SHORTS

CHUC Port Hope, Ont., began broadcasting Aug. 18 on 1500 kc with 1 kw.

CFOR Orillia, Ont., has increased power from 1 kw to 10 kw on 1570 kc.

Cincinnati's Most Powerful Independent Radio Station

50,000 watts of SALES POWER

WCKY

CINCINNATI, OHIO
THE *L.B.Wilson*
STATION

WCKY
CINCINNATI

On the Air everywhere 24 hours a day—seven days a week

DON'T BUY WORL in BOSTON

if you're selling something geared to teenagers

Buy Our Competition, Instead

You see, one feller can't have Everything — So, we were willing to sacrifice the teenagers for what

WE HAVE—

ADULTS

A pretty fair exchange, don't you think, considering that THESE are the folks who are the biggest chunk of

TODAY'S BUYERS!

So — we do not play the razzle-dazzle music of today's teenagers. We've left all that to our competition. Instead, we've launched a brand new concept in programming — Music in 3 Dimensions:

PAST, PRESENT & FUTURE

(giving listeners the Tommy Dorseys, the Frank Sinatras, the Perry Comos, the Glenn Millers, the Kay Kysers, the Harry James, etc.)

and with it, we get the

ADULTS!

It's as simple as all that — on

WORL

BOSTON

"The 950 CLUB" Station

Hitch your sales wagon to a STAR SALESMAN

Barney Lee
DETROIT'S ALL-STAR SPORTS ANALYST
3 TIMES DAILY

WJBK radio

DETROIT'S MUSIC • NEWS • SPORTS STATION

A STORER STATION

NATIONAL SALES HEADQUARTERS
625 Madison, N. Y. 22, PL 1-3940
Represented by THE KATZ AGENCY

PROMOTIONS HIGHLIGHT TV WEEK

The observance of National Television Week, Sept. 9-14, helped boost tv sales, according to preliminary reports from major cities channeled through Tv Week's steering committee.

Appraising the results, A. W. Bernsohn, chairman of the unit and executive vice president of the National Appliance and Radio-Tv Dealers Assn., said campaign reports from 50 cities indicated sales jumped 30% above normal for that period.

Mr. Bernsohn credited local chairmen largely for the success of the promotion and cited their initiative, imagination and ability to "use public relations and merchandising techniques." Many are participating in the Television Fall Festival merchandising campaign to increase tv's share of the consumer dollar, he added.

Tv stations and the three major networks joined with NARTB, Television Bureau of Advertising, Electronic Industries Assn. and electronics manufacturers and distributors in what Mr. Bernsohn called a "significant manifestation of the entire television industry's willingness to work as a team" [B•T, Sept. 9].

WBZ-TV Stages Contest

During the special week, WBZ-TV Boston viewers were given an opportunity to win a tv set for themselves as well as to donate one to a children's ward in a local hospital. The station sponsored six different contests built around Tv Week. Among the statements listeners were asked to fill in: "I would like a second tv set in my home because . . ."; "My family watches the 6:45 news because . . . "; "I like the new tv set styling because . . ," and "Tv is a member of our family because . . . " Films of the six different hospital presentations were carried on WBZ-TV newscasts. The station also used newspaper ads and on-the-spot announcements to promote the week.

WTWO (TV) Bangor, Me., combined its promotion of Tv Week with two other promotions. The station's third birthday and the spending of its first millionth dollar since its beginning, occurred during Sept. 9-14. A half-hour program to give viewers a behind-the-scenes view was presented to celebrate the three occasions. Cameras were placed in the control room and the studios so that all the functions of staff members in the preparation of a show could be presented. The staff was introduced by close-up shots as they performed their duties. The actual program was presented in the last ten minutes of the half hour. It included a birthday celebration speech by General Manager Murray Carpenter, presentation of the millionth dollar check, and an address by a city official.

Maine's governor, Edmund S. Muskie, was presented with a new 17-inch portable tv set by that state's six tv stations (WABI-TV and WTWO [TV] Bangor, WMTW [TV] Poland Spring, WCSH-TV and WGAN-TV Portland and WAGM-TV Presque Isle) to observe National Television Week in that state. Gov. Muskie issued an official proclamation designating the special week.

The Institute of Visual Training, New York, reports that over 167 stations throughout the country carried its 13½-minute documentary film, *The Story of Television*. The film traced the progress of tv from its beginning to the present development and expansion of the color tv era. It was presented by the Radio Corp. of America and produced by William J. Ganz Co.

WGN-TV Chicago, mindful that many station contests are never open to its employes, conducted one for them as a special promotion feature during National Television Week. Employes were asked to complete in 25 words or less the statement, "I'm glad I (or my husband, or wife, etc.) work at WGN Inc. because . . ." Top prize was an RCA Victor, 17-inch portable tv set.

WKAR-TV East Lansing, non-commercial tv station at Michigan State U., used a 20-foot department store window to display equipment and pictures of station personalities during the week.

A special program, *Report to the People*, was presented by WSLS-TV Roanoke, Va. The show featured a progress report on tv in the last 10 years, samples of the best news film, a run down on various types of programs (comedy, drama, quiz, news, etc.) and a speech by Executive Vice President James H. Moore.

Rep. Elizabeth Kee (D-W. Va.) cited National Television Week in the *Congressional Record* Aug. 30.

The signing of a Tv Week proclamation by Mayor James T. Hanlon was carried by WDAU-TV and WARM-TV, both Scranton, Pa., and a picture of the event appeared in the local newspaper.

Guests Take Over Show

WGR-TV Buffalo, N. Y., arranged for local dignitaries to take over the duties on its *Helen Neville Show* as its part in tv week. City Court Judge Madge Taggart emceed the show and other leading citizens were used as a cameraman, floorman, and announcer. Home viewers were treated to a detailed picture of the workings of a tv camera when the chief operator-tv master control instructed the guest camerman on camera angles.

Television's service to the community was plugged by KPHO-TV Phoenix with special station breaks and special one-minute announcements. The station reports that it used over 70 ten-second and 14 one-minute

HOOPER — PULSE — NIELSEN
KOSI
DENVER
NUMBER ONE RADIO BUY
SAN FRANCISCO
KOBY
KOSI See Forjoe
KOBY See Petry

SMILE WITH
KAYO
LOTS MORE MUSIC!
1150

AMONG the things used by KAYO Seattle to promote its new theme, "Smile with KAYO," are posters, taxi cards, colored post cards and various direct mail pieces featuring cartoon smiles and zany caricatures. Pictured above is one of a series of three posters being circulated by the station.

announcements throughout the week.

KBAK-TV Bakersfield, Calif., brought back one of the first tv operations (W6XAH-W6XAI) during Tv Week. The stations were owned by the Pioneer Mercantile Co. of Bakersfield and programmed about an hour a week. The programming consisted of variety shows, dance bands and lectures. The director of the Kearn County Museum, Dick Bailey, was interviewed on KBAK-TV's *Exclusively Yours* and told about his experiences in lecturing on the early tv station in 1933.

California Gov. Goodwin J. Knight issued a proclamation for Tv Week and urged citizens throughout the state to join him in "expressing appreciation for the positive and dynamic contributions which tv is making toward realization of fuller, happier and richer lives for all Americans."

'Perry Mason' Promotion Mailed

A letter addressed "Dear Juror" and signed "Perry Mason," a door key, a .38 caliber slug, a lipstick and a torn photograph, successively labeled as exhibits A, B, C, and D, were distributed this month to persons presumably interested in the new *Perry Mason* series which starts on CBS-TV this Saturday. Raymond Burr, who portrays the title role, is making an 11-day, 15-city tour to plug the new hour-long show.

'Don't Buy Pig in a Poke'

To promote radio programming in the Imperial and Mexicali Valleys, KICO Calexico, Calif., is mailing out a yellow cardboard pig saying "Don't buy a pig in a poke . . . know what you are buying," referring to the station's low cost coverage of the 80,000 people it reportedly reaches in the valleys.

PRIZE PACKAGE!

Two-dozen opportunities for stations to capture prestige for programs; fellowships, medals, cash, etc. for newscasters and others. Deadlines near for '57; full information in Journalism AWARDS DIRECTORY containing up-to-date supplement. Send for copy, only $2. P. O. Box 434, Rye, N. Y.

Bartell Promotion Plugs WILD's Change to WYDE

To promote its Birmingham station call letter change from WILD to WYDE, the Bartell group took advantage of Labor Day weekend to launch a concentrated campaign. The station reportedly gave away more than 12,000 cups of coffee to Alabama travelers who wanted to keep "WYDE-aWAKE and safe" throughout the holiday. The coffee was given away for 85 straight hours by WYDE, and in addition, 40 restaurants in Birmingham and Atlanta cooperated with WYDE and its sister WAKE in giving free coffee to people who said, "I want to stay WYDE-aWAKE and safe."

In addition to the coffee promotion, 300 Birmingham buses carried "Welcome WYDE" signs outside and inside; teaser ads asked citizens to dial a special number. A recorded message said "Thank you for dialing . . . now dial 850 on your radio . . ."

Other promotions included the use of models wearing sandwich boards saying "I've got nothing on but WYDE"; people weighing 50-300 pounds carrying signs saying "I've gone WYDE . . . Have You?"; the distribution of dollar bills with recorded serial numbers which were worth $8.50 to people who came to the station and presented the serial number broadcast, and automobiles parked on the station's parking lot tagged with bumper stickers saying "Go WYDE . . . dial 850."

Gobel Goes on the Block

RCA Victor and Whirlpool Corp., sponsors of *The George Gobel Show,* are running an NBC network contest which gives George Gobel away to a city for a day. The contest is being promoted on NBC-TV's *Today.* It started Sept. 16 and runs through tomorrow (Tuesday), with viewers urged to watch the Gobel inaugural show in order to get an idea in 25 words or less on "What would I do with George Gobel if I won him for our town." The winner will get Mr. Gobel, who personally will deliver an RCA Victor 21-inch color set and an RCA Whirlpool freezer.

ABN Holds Babysitting Contest

To boost audience for its new live *Herb Oscar Anderson Show,* American Broadcasting Network staged a letter contest to find the mother who would like Mr. Anderson as a babysitter for an evening. ABN plans to fly Mr. Anderson to the winner's home for a Saturday evening "job."

WTTG (TV) 'Embassy Row'

WTTG (TV) Washington, has begun a new series entitled *Embassy Row.* The first show was presented in cooperation with the Egyptian Embassy and starred a nine-year-old Egyptian belly-dancer. The series will feature filmed and live entertainment provided by a different foreign embassy each Sunday. WTTG's Jock Laurence interviews the ambassador or designated diplomatic representative, asking questions about that nation's controversial affairs.

ONE OF THE
FIRST 100 MARKETS
QUAD-CITIES
AS CLOSE TOGETHER AS THE BOROUGHS OF NEW YORK
IOWA
DAVENPORT
EAST MOLINE
ROCK ISLAND
MOLINE
ILLINOIS

WHBF
RADIO & TELEVISION
COMING!
Greatly Expanded TV Coverage from a New 1000 ft. Tower
CBS
REPRESENTED BY AVERY-KNODEL, INC.

WGR-TV
SELLS
BUFFALO!
TIES

ABC AFFILIATE CHANNEL 2
Peters, Griffin, Woodward, Inc.
Representatives

Hitch your sales wagon to a STAR SALESMAN

Casey Kasem
MON. - FRI.
7:00 PM - 12:30 AM
BEST NIGHT TIME
TUNE-IN

WJBK radio

DETROIT'S MUSIC • NEWS • SPORTS STATION

A STORER STATION

NATIONAL SALES HEADQUARTERS
625 Madison, N. Y. 22, PL 1-3940
Represented by THE KATZ AGENCY

KTLA (TV) 'Mystery Sitter'

KTLA (TV) Los Angeles launched a mystery flag pole sitter contest last week to promote its revamped program schedule "Gold Rush at Channel 5" [B•T, Sept. 2]. A well-known celebrity, wearing a black hood to protect his or her identity, arrived at the station in a "gold" cadillac and climbed to the platform on top of KTLA's tower. The mystery sitter will remain on the tower daily from sign-on to sign-off until he is identified. The station is featuring three different contests in connection with the promotion: one for its listeners, one for its employes and another for the press. (Employes of newspapers, magazines and advertising agencies are eligible.) The first prize in the listeners' contest will be a new automobile, the next five, hi-fi sets. The winning KTLA employe will receive an all-expense-paid trip for two to either Las Vegas or Carmel, Calif., and the winner of the press contest will receive a Fleetliner Dolphin cabin cruiser.

CKSO-TV Mails Uranium Ore

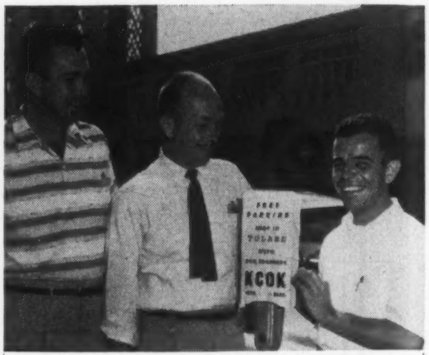
Uranium ore samples are being mailed to the trade by CKSO-TV Sudbury, Ont., to promote its satellite CKSO-TV-1 Elliot Lake, Ont. Enclosed with the ore is a Geological Certificate of Analysis which says "Description: CKSO-TV-1 satellite station, channel 3. Geological location: world's uranium capital, Elliot Lake. Method: drilling and blasting. Sample: uranium conglomerate. Fault: trace coverage. Remarks: Relay programs of CKSO-TV channel 5 Sudbury on CKSO-TV-1 satellite station channel 3, Elliot Lake, Fall '57. Recommendation: File your claim early with Wilf Woodill, general manager, CKSO-TV Sudbury."

Charlotte's 'Felt Hat Day'

WBT Charlotte, N. C., and twenty of its announcers, newscasters and entertainers cooperated with the local Merchants Assn. this month to promote "Felt Hat Day." The station set up a bandstand in the downtown shopping district and presented an hour broadcast from it. In addition, a large replica of a rabbit's head was erected and a free felt hat was offered to any man who succeeded in tossing his summer straw onto the animal's ear.

Mock Bombing of Stockton

When KSFO San Francisco disc jockey Don Sherwood and Hal Harper, who daily flies a weather-observing mission for the d. j., discussed a mock bombing on nearby Stockton last summer, little did they realize what they were in for. Listeners began calling and writing Mr. Sherwood to volunteer their services for the "attack" and as a result, the station organized the "Sherwood Harper Liberation Expeditionary Forces of the Greater Bay Area Inc," which hundreds of listeners reportedly joined. This month, a mock bombing was staged and 20,000 leaflets which read "Consider yourself bombed. . . . Stockton surrender—or else" were dropped on that city. The raid was the first of a series of "attacks" on Stockton and when the date of the city's surrender is set, a group of small boats and light planes will be used to escort Mr. Sherwood to Stockton to sign a peace treaty with civic officials.



IN a back-to-school shopper promotion, KCOK Tulare, Calif., picked up the tab on 450 parking meters for an entire day. Paper bags were slipped over parking meters in Tulare and each bag was imprinted with the stations call letters and an invitation to enjoy free parking while shopping with KCOK advertisers (see above). Officially opening the campaign are (l to r) Fred Allen Jr., KCOK local sales repesentative; Keith Munger, owner and manager of the station, and Tulare Mayor Raymond Joncoaltz.

ABC Offers '26 Men' Gimmick

ABC Film Syndication has announced that the latest item offered in connection with the merchandising program of its *26 Men* tv films series is a set of "clicker spurs," which click with each step taken by the wearer. Other *26 Men* promotional items include a personalized branding iron, stationery stamp, matchbooks, humming lariat, comic book, totem pole and ranger pass case.

WFBC Covers 'Little World Series'

The Chamber of Commerce, telephone company and local merchants cooperated with WFBC Greenville, S. C., in covering the "Little World Series" games from Billings, Mont. The station carried three separate games, each of which was sponsored, and reports they were relayed by remote broadcast for a distance of over 2,200 miles.

VOICE OF THE PEOPLE
RADIO WSRS
GREATER CLEVELAND'S
NUMBER 1 STATION
SRS "Radio-Active" MBS

NBC Reveals New Plans For Its ETV Project

Robert W. Sarnoff, president of NBC, announced plans last week for a television study of the functions of the executive arm of the government as part of "ambitious new program plans" for the network's educational television project. Mr. Sarnoff spoke in response to the presentation to him of the American Legion's Americanism Award at the Legion's 39th annual convention in Atlantic City.

The award was presented to Mr. Sarnoff for "vision and leadership in launching the NBC Educational Television Project" and for making learning "more attractive and available to Americans of all ages and stations."

Outlining the government study, the subject of which is *How We Are Governed,* Mr. Sarnoff said NBC mobile units with live cameras will range the Nation's Capital. "Our cameras will probe behind the scenes of federal agencies, departments and bureaus to explore their operations and their relation to the news and issues of the day. The instructors will be in many cases national leaders. In thus dramatizing the work of the government we hope to create a broader understanding of its functions."

Mr. Sarnoff then said the government study would be one of five new series of live national television programs to be presented, in partnership with the Educational Television and Radio Center of Ann Arbor, Mich., over the country's educational tv stations beginning Oct. 28 [B•T, Aug. 26]. The first 13-week cycle of programs, also presented in cooperation with the center, were concluded last June.

Mr. Sarnoff said NBC will undertake a course on the International Geophysical Year, which he termed "perhaps the greatest scientific project man has attempted." There also will be a series on Greek mythology and the art it has inspired, he added, saying, "we hope to produce this from the Metropolitan Museum of Art in New York, using the museum's priceless Greek exhibits as a setting and for illustrations." Other courses planned include one in mathematics and a study of the effect of natural resources on civilization.

META Opens Production Center, Plans Regular Classroom Series

Metropolitan Educational Television Assn. formally opened its own production center last Monday in the Carnegie Endowment International Center in New York and this Wednesday shifts into high gear in cooperation with WPIX (TV) and the New York City Board of Education with the first of a series of four regular "classroom programs." META also will produce four special programs to be seen this fall on WCBS-TV New York.

The WPIX series beginning Wednesday is titled *Problems of Everyday Living* (Mon.-Wed.-Fri., 11:30 a.m.-12 noon). Effective Sept. 30, WPIX will commence *The Living Blackboard* (Mon.-Fri., 11-11:30 a.m.), a series of elementary and high school tv classes. The third series premieres Oct. 8 (Tues., 11:30-12 noon) and will "tour" New York's museums and institutes of higher learning. The fourth group of programs has not been announced.

META has signed the Budapest String Quartet for the first WCBS-TV program Oct. 27 (3:30-4:30 p.m.), marking this renowned aggregation's first tv appearance. Subjects for the other three programs (Nov. 10, 17 and Dec. 1) are not set.

META's plant (including control room) covers an area 44 x 42 ft. and includes three RCA image orthicon cameras, complete kinescope recording facilities, 16 mm projection, telop and slide units, tape recording units and facilities for future installation of color tv equipment. META is a non-profit organization. City-owned WNYC has been granted a permit by FCC for uhf ch. 31 but has no target date. META is backed by grants from the New York Foundation, Avalon Foundation, Fund for Adult Education, Rockefeller Bros. Foundation, Old Dominion Foundation and the Carnegie Endowment for International Peace.

Last Week—Lots of Listings
with
HAMILTON, STUBBLEFIELD, TWINING
& ASSOCIATES

During the Region 1 NARTB Conference in Schenectady which covered all the New England states, New Jersey and New York, and Region 4 which included Kentucky, Ohio, Indiana, Michigan, Illinois and Wisconsin, we had new listings in new areas.

Contact the nearest office listed in our ad on page 109 for state you are interested in purchasing.

WROV
IS
RED
HOT
IN ROANOKE!

hot new ratings!
1st IN 20 OUT OF 28
QUARTER HOURS, 5 p m TO MIDNITE
(average share of audience 38%)
2nd FROM 5:30 a m TO 5 p m

hot new
program ideas!

hot new ideas
in merchandising!

For the rest of the sizzling story,
call Burn-Smith Co.
or Burt Levine (collect)

the hot buy
WROV
ROANOKE • VIRGINIA
Burt Levine, President
1240 on your dial

Dan Baxter
LAST MINUTE NEWS
EVERY HOUR ON THE HOUR
Hitch your sales wagon to a STAR SALESMAN
DETROIT'S MUSIC • NEWS • SPORTS STATION
WJBK radio
A STORER STATION
NATIONAL SALES HEADQUARTERS
625 Madison, N. Y. 22, PL 1-3940
Represented by THE KATZ AGENCY

Four-Station ETV Network To Be Financed by Florida

Florida has organized an educational tv network system using $600,000 appropriated by the 1957 state legislature, it has been announced. Part of the system will be a new station on ch. 5 Gainesville, which the state will finance with $222,555 budgeted for a U. of Florida station. The university has still to apply to the FCC for the grant, but no competition is likely, it was said.

Four stations will make up the state's educational tv network being organized by the ETV Commission. One of the four, ch. 2 WTHS-TV Miami, is operating at present. Ch. 7 WJCT (TV) Jacksonville plans to go on the air this year, and ch. 3 Tampa is being sought for educational use by a privately financed group. All except the Gainesville facility rely on private funds and public donations.

Of the $600,000 appropriated for the state network, $100,000 is to be used for administration of the state commission. Some of the remaining $500,000 will be used to build a microwave network.

Junior colleges of the state have been given first priority by the commission for use of the educational channels. Florida State U., as well as the U. of Florida, will figure in plans.

Judson Freeman, Jacksonville attorney, was elected chairman of the state tv commission. James P. Etheridge of Tampa was hired as executive secretary.

ONSET Formed in Chicago To Gain 'Patrons' for ETV

The Organization for National Support of Educational Television (ONSET) has been formed in Chicago to further develop the medium and to elicit "patrons" as sponsors for "educationally significant programs."

Edward L. Ryerson, president of the Chicago Educational Television Assn., licensee of WTTW (TV) that city, and former chairman of Inland Steel Co., will serve as president and a board of directors has been appointed. The group will work with existing agencies to strengthen programming and broaden educational tv's resources.

Mr. Ryerson explained educational tv's potential "must be realized in programs of increasing significance and production quality," because viewers' initial sympathy for the public good wears thin. He said ONSET is the outgrowth of production of programs financed through industrial grants and was formed because of the need for an "organization devoted to developing educational programs and to matching such programs with appropriate patrons."

Sherman Dryer, Sherman H. Dryer Productions and new board director, observed that unlike commercial tv station sponsors, ONSET patrons are accepted only by invitation and exercise no influence over program content.

KQED (TV) Gets $77,000 Grant

The Fund for Advancement of Education, an independent Ford Foundation agency, has granted $191,965, or $66,788 over last year's subsidy, to San Francisco State College which in turn has pledged $77,000 to KQED (TV) there for some live daily telecourses.

The non-commercial, educational ch. 9 outlet's teaching program includes science, psychology and popular economics. Televised courses will be worth nine credits at San Francisco State College.

Indiana U. Places Film Shows On 12 Commercial Tv Stations

The first experiment in tv adult education by the Indiana U. Dept. of Radio-Tv & Journalism, Bloomington, has been launched on 12 commercial stations. Stations will carry 62 half-hour kinescoped shows prepared by the university to cover "areas pretty much neglected in current broadcast fare," according to Prof. Elmer Sulzer, director of the department.

One series of eight programs, *Let's See*, deals with eyesight and uses trick camera work to demonstrate sight problems. Others deal with driver I. Q., Asiatic flu and other virus diseases, musical classics, the theatre, folk songs and dances, a documentary on Indiana railroading, the first of a series on Indiana industry and other subjects.

Stations using the shows are WFMB-TV and WLWI (TV) both Indianapolis; WFIE-TV and WTVW (TV) Evansville; WTHI-TV Terre Haute; WSBT-TV South Bend; WSJV (TV) Elkhart; WPTA (TV) Roanoke-Fort Wayne, WFAM-TV Lafayette, and WLBC-TV Muncie, all Indiana, and WAVE-TV and WHAS-TV, both Louisville, Ky.

Advertisement

WCUE VP Says CCA "Finest Promotion"

"It (CCA) is the finest promotion we have ever done at WCUE," says Jack Maurer, Vice President of WCUE Radio Station in Akron, Ohio. In his letter to John C. Gilmore, Vice President of Community Club Awards, Maurer adds, ". . . everyone at the station is pleased with the results. The plans are already set for the second CCA campaign to start this Fall. In fact, the food chain (Acme stores) wants to be counted in on the next two campaigns. Their president told me that he was actually surprised with the success of the first go-round."

JACK MAURER

COMMUNITY CLUB AWARDS
1957 CCA COMMUNITY CLUB AWARDS
THE PENT HOUSE
527 Madison Avenue
New York 22, N. Y.
Phone: PLaza 3-2842

PEOPLE

A WEEKLY REPORT OF FATES AND FORTUNES

ADVERTISERS & AGENCIES

◄ **Thomas J. Maloney,** formerly president, Cecil & Presbrey, to Dancer-Fitzgerald-Sample, N. Y., as vice president and member of executive committee. He will specialize in developing hard goods and institutional advertising for agency and also will be in charge of developing public relations.

John P. McElroy, formerly account executive at Foote, Cone & Belding, Chicago, and onetime advertising manager of Vick Chemical Co., to Edward H. Weiss & Co., Chicago, as vice president and account supervisor. He also was named to agency's management committee.

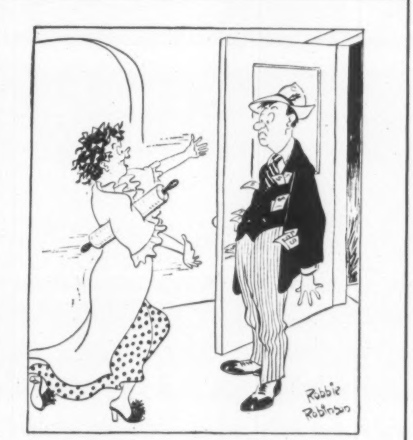
Robert Guggenheim Jr., manager, MacManus, John & Adams, L. A., and **Ralph Yambert,** whose agency was recently acquired by MJ&A, named vice presidents. Mr. Guggenheim will continue as manager of L. A. office and Mr. Yambert will act as supervisor of all account operations in that office.

Robert Fierst, account executive, Edward H. Weiss & Co., Chicago, elected vice president and member of agency's plans group.

Paul N. Norton, art director, L. W. Ramsey Adv., Davenport, Iowa, and **W. A. Giraldi,** account executive, elected vice presidents.

Andew J. Shepard, vice president and assistant to president, Grant Adv. Inc.'s Chicago, has resigned and will announce his future plans at later date.

Charles A. Holcomb, formerly president of H. B. Humphrey, Alley & Richard Inc., N. Y., to Kudner Agency, same city, on special assignment to president. Mr. Holcomb has been in advertising business since 1920.



"Henry, darling, you're back on KRIZ Phoenix!"

◄**Milton Fairman,** public relations director, Borden Co., N. Y., takes on additional duties as assistant vice president, with executive responsibility for advertising and public relations. Mr. Fairman, who has been with company since 1937, succeeds **Stuart Peabody,** who plans to retire on Dec. 31 after 33 years with company.

◄ **William B. Campbell,** manager of Borden's general advertising department, promoted to director of advertising.

◄ **Donald E. Cluck,** sales manager, Simoniz Co., Chicago, promoted to general manager. He has been associated with company for past 11 years.

◄**Paul J. Greenfield,** product management, Simoniz Co., named marketing manager. Mr. Greenfield will be in charge of product managers and advertising.

Richard W. Tully, vice president and account supervisor, Foote, Cone & Belding, N. Y., named general manager of agency's Chicago office.

Kenneth A. Harris, divisional sales manager, Kitchens of Sara Lee Inc. (bakery goods firm), Chicago, appointed advertising manager.

Jim Fish, formerly with Don Otis Adv. and C. J. LaRoche as account executive, to Allen & Marshall, L. A., in similar capacity.

◄ **Everett L. Thompson,** radio-tv director at Baldwin, Bowers & Strachan Inc. (division of Rumrill Co.), Buffalo, N.Y., named radio-tv director of Rumrill Co. He will supervise radio-tv operations for Rumrill Co.'s three offices in Buffalo, Rochester and Utica, all New York, and will headquarter in Buffalo.

Lee Kahn, formerly with Hilton & Riggio, to Wilson, Haight, Welch & Grover Inc., as media head of its New York office.

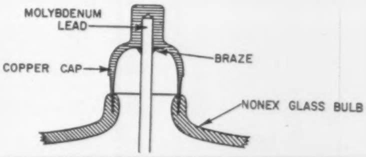
Jean Replogle, media director, Johnson & Lewis, L. A., to Brooke, Smith, French &

If you use the 125-watt 4D21... You'll like the cooler operation of this PL-4D21A

exclusive Penta ribbed-anode design makes the difference!

You get a lot more tube life and a lot more performance with *this* "4D21." Take plate dissipation, for example. The PL-4D21A is rated—not at 125 watts—but at 175! Penta does it with an exclusive ribbed-anode design, which gives you cooler operation. It's a *sturdy* tube, too... the plate cap is a rugged one-piece unit made of low-loss copper. No set screws or pieces to come loose... and it won't break off.

We have a free bulletin for you on the PL-4D21A. Write today for your personal copy.



PENTA LABORATORIES
312 North Nopal Street
Santa Barbara, Calif.
TRADE MARK REG. U. S. PAT. OFF.

This is a picture of a man winking at a pretty girl in the dark

IF YOU ARE WINKING AT THE HOUSEWIVES IN SAN ANTONIO, DO IT WHERE IT COUNTS . . . ON

KiTE

More Daily Home Audience in San Antonio Than Any Other Station*

*"Cool Cats" get their kicks elsewhere! —NCS #2

Call Avery-Knodel, Inc.

PEOPLE CONTINUED

Dorrance of Pacific Coast, same city, as senior media buyer.

Glenda Sullivan, vice president, Ben Sackheim Inc., N. Y., to Gore, Smith & Greenland, same city, as group account supervisor.

Joseph H. Radder, creative director, Baldwin, Bowers & Strachan Inc., Buffalo, N. Y., named copy chief.

Milton S. Loeb, account executive and assistant to president, Armand Prusmack Assoc., to Shaller-Rubin Adv., N. Y., as traffic manager.

Dr. Arthur H. Wilkens, Dancer-Fitzgerald-Sample, N. Y., to Benton & Bowles, same city, as project director in charge of copy research.

Marc Williams, formerly with WWJ-TV and WXYZ-TV, both Detroit, to Rossi & Co., same city, as director of publicity and public relations.

Duane A. Gordon, Erwin Wasey & Co., to Stromberger, LaVene, McKenzie, L. A., as art director.

John Luick, formerly account executive, Earle Ludgin & Co., Chicago, to Tatham-Laird Inc., same city, as merchandising counsellor.

Bill Wilson, formerly with Elliott, Unger & Elliott, N. Y., to Compton Adv., same city, as tv film producer.

Robert L. Sabin, president, Sabin Adv. Agency, Hurley, N. Y., elected president of Kingston area Chamber of Commerce.

Harry L. Baum Jr., president of Noreen Inc. (hair color rinses), Denver, Colo., appointed to President Eisenhower's Conference on Technical and Distributive Research in Washington, D. C., Sept. 23-25.

Kenneth J. Ward, vice president, J. Walter Thompson Co., Chicago, appointed chairman of public relations division of Chicago Heart Assn.'s 1958 heart fund drive.

FILM

King Horton, account executive, McCann-Erickson, to Telestudios Inc., N. Y., as vice president in charge of sales and promotion.

Hilly Rose, creative director, Kling Film Productions, Chicago, appointed vice president and sales manager, retaining present post. **Jack Trindl** named creative coordinator.

Charles N. Burris, president, Vision Films, New Orleans, to Beeland-Wood Films Inc., Atlanta, Ga., as business manager.

William Gargan Jr., sales manager, Van Praag Productions west coast office, moves to New York office where he will head national sales.

Emile N. Savini, 65, executive vice president, Astor Pictures and Atlantic Television, died in Atlanta Sept. 18 following brief illness.

NETWORKS

Marvin Stuart named production manager of NBC-TV's *The Californians,* succeeding **Clarence C. Eurist,** who leaves because of motion picture commitment in Mexico City.

Mitchell L. Gamson, first assistant director, Columbia Pictures, to ABC-TV Hollywood as production coordinator at Warner Bros. studio.

Arthur W. Carlson, formerly in sales and research, WDGY Minneapolis, to American Broadcasting Network, as station research specialist.

Paul David, veteran tv writer, added to regular writers' staff for *Date With the Angels,* tv half-hour film series produced by Don Fedderson Productions, Hollywood, and broadcast Friday evenings on CBS-TV.

James Sheldon has been signed to direct several episodes of *The Millionaire* tv film series telecast weekly on CBS-TV, starting with "Red Matthews Story," which goes before cameras at Republic Studios today (Monday).

TELEPROMPTER CORPORATION'S NEW MODEL II TELEPROMPTER

. . . its words to the wise are sufficient

"After five years of day-in, day-out usage, we have come to rely on TelePrompTer, and its excellence of equipment, for sales and community activities as well as on-the-air application."

Mr. Donald W. Thornburgh
President and General Mgr.
WCAU-TV
Philadelphia, Pa.

WCAU-TV - and WABD New York - were the first two television stations with regular TelePrompTer installations.

TelePrompTer CORPORATION
Jim Blair, Equip. Sales Mgr.
311 West 43rd Street, New York 36, N. Y., JUdson 2-3800

The new TelePro 6000 rear screen projector is an added creative tool for your sales staff

ALL-AMERICAN VOICE
RADIO WSRS
GREATER CLEVELAND'S NUMBER 1 STATION
SRS "Radio-Active" MBS

THE ADDITION of two old hands to CBS News Washington bureau brings the network's Washington news staff to a round dozen, the largest number CBS has ever had on exclusive Washington coverage. Theodore F. Koop (center), director of CBS News and Public Affairs in the capital, welcomes Howard K. Smith (l) and Robert Pierpoint, both newly assigned to the Washington bureau. Mr. Smith joins the Washington bureau after 11 years in London as CBS News chief European correspondent. Mr. Pierpoint has been CBS News Far East correspondent in Tokyo for the past 6½ years.

News coverage from Washington has more than doubled since this time last year, according to the network. With pick-ups and originations, the Washington bureau is averaging 85-90 news broadcasts a week.

STATIONS

Laurence Gross, formerly with KCOP-TV Los Angeles and KFMB San Diego, to KSON-AM-FM San Diego as vice president and general manager. Other appointments include **Thurston S. Holmes,** formerly with CBS and NBC Radio in New York, named station manager; **Jack Rabell,** chief engineer; **Dick Meads,** KSDO San Diego sales manager, to KSON-AM-FM in similar capacity; **Ted Beebe,** director-producer-copy chief, WRGB (TV) Schenectady, N. Y., administrative director, and **Regis Philbin,** assistant news editor with KCOP-TV, news editor.

◄ **James L. Brownell Jr.,** WQOK Greenville, S. C., to WFIS Fountain Inn, S. C., as general manager. He helped to construct WFIS one year ago and then left to join WQOK.

Gene Denari, formerly with WNDU-TV South Bend, Ind., to WTVO (TV) Rockford, Ill., as sales manager, succeeding **Edward Ruppe,** resigned. **Joseph W. Noble,** formerly WROK Rockford, and **Don Buchanan,** with WTTW (TV) Chicago, added to WTVO sales staff.

Art Crawford, publicity director and account executive, Dan B. Miner Co., L. A., to KCBH (FM) Beverly Hills, Calif., as sales manager.

Dee Junker, assistant manager of KONI Phoenix, named station manager of KONI and KELE (FM) in that city. Mrs. Junker replaces **James T. Ownsby,** stations' co-owner who has taken one-year leave of absence to serve as field director of station relations for MBS [B•T, Aug. 19].

◄ **Jack Adamson,** sales and merchandising executive, to KDYL Salt Lake City, Utah, as local sales manager.

Harold Dutch, program director, WLAM Lewiston, Me., and **Frank Sweeney,** chief announcer, promoted to station manager and program-promotion manager, respectively.

◄ **Robert McKinsey,** program director, WCCO Minneapolis, to WBAL Baltimore as program manager.

Andrew J. Murtha, assistant secretary and assistant treasurer, Twin State Broadcasting Inc. (WFBM-AM-TV Indianapolis and WTCN-AM-TV Minneapolis), named business manager of WFBM-AM-TV.

Clark B. Kelsey, promotion manager, WNDU and assistant promotion manager, WNDU-TV South Bend, Ind., to KEX Portland, Ore., as promotion manager. Mr. Kelsey replaces **A. H. (Chris) Christensen,** who has joined WJZ-TV Baltimore, Md., in similar capacity.

Karl Nelson, formerly sales manager of WICU Erie, Pa., and manager of WHOO Orlando, Fla., to WTAR-TV Norfolk, Va., as director of sales development. **Patrick Arnoux,** formerly with production departments of WTVT (TV) Tampa, Fla., WSPA-TV Spartanburg, S. C., and WRAL-TV Raleigh, N. C., joins WTAR-TV as production manager.

◄ **James G. Wharton,** promotion manager, WLAC-TV Nashville, to WSIX-AM-TV, same city, as advertising-promotion director.

Frank Tuoti, acting manager of advertising, sales promotion and research, WPIX (TV) New York, named director of department.

Alan Herbert, formerly program director and morning man, KDSJ Deadwood, S. D., to WNIX Springfield, Vt., as program director.

Clayton Kaufman, promotion and publicity director, WCCO Minneapolis, promoted to director of sales promotion and merchandising. **Gordon A. Mikkelson,** publicity and publications director with Midland Cooperatives Inc. (regional farm supply cooperative), joins WCCO as program promotion and public relations director.

Del Balbach, copy chief and traffic manager, WINZ Miami, Fla., to WINS New York as traffic manager.

Zelda Wolf, formerly with John C. Winston Co. (publishing firm), Philadelphia, to WIP, same city, as assistant traffic manager. **Joseph G. Sheward,** general sales manager, *Greater Philadelphia* magazine, joins WIP sales staff and **Joan Goodwin Banse,** N. W. Ayer & Son, appointed publicity copywriter with station.

Del Greenwood, sales promotion manager, KOA-TV Denver, named account executive.

Tom Maney, recently with Charles N. Stahl Advertising Agency, Hollywood, joins KHJ-TV Los Angeles as account executive.

GET READY FOR A
SHOCK
TREATMENT

MORE
FACILITIES
FOR YOUR PROGRAMS
MORE
VIEWERS FOR
YOUR MONEY
MORE
SALES
FOR YOUR PRODUCTS
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CHANNEL 4
WWJ-TV
DETROIT
NBC TELEVISION NETWORK
ASSOCIATE AM-FM STATION WWJ
First in Michigan—Owned and
Operated by THE DETROIT NEWS
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National Representatives
PETERS, GRIFFIN, WOODWARD, INC.

Only ONE is atop the
Continental Divide
Serving both the Atlantic and
Pacific Sides of America
KXLF - TV4 -:- Montana
Butte
East—The Walker Co.
West—Pacific Northwest Broadcasters

PEOPLE CONTINUED

Dick Joliffe, sales service manager, KTLA (TV) Los Angeles, named eastern sales representative.

Dave Hartman, WMAN Mansfield, to WHBC Canton, both Ohio, as sales representative.

Buddy Vanderheyden, sports announcer, WSTC Stamford, Conn., named sports director and reporter.

Hugh Bader, WHB Kansas City, named news director.

Robert Robinson, formerly with KTBC Austin, Tex., to WWDC Washington as night news editor.

Elmer Alley, head of programming and production, WSAV-TV Savannah, Ga., to WSM-TV Nashville, Tenn., as executive producer.

George E. Layton, announcer, KSCJ Sioux City, Iowa, named weathercaster for station's affiliate KTIV (TV), same city, and will continue announcing for KSCJ.

John A. Rickwa, personality, KTIV (TV) Sioux City, Iowa, to KTLN Denver as disc jockey.

Stan Mullins, announcing staff, KMJ Fresno, Calif., to KBIF, same city, as one of its "Big Four" disc jockeys.

REPRESENTATIVES

Junius R. Fishburn, account executive, Edward Petry & Co., Chicago, to Simmon & Assoc. Inc., same city, in similar capacity.

Martin McAdams, account executive, Burke-Stuart Co., Chicago, to Blair Television Assoc., same city, in similar capacity.

Hal Edward Chase, formerly sales manager of MCA-TV's San Francisco and Northern California territories, to H-R Representatives Inc., S. F., sales staff.

George Olsen, account executive, William G. Rambeau Co., and **Robert L. Dudley,** sales manager, Northwest Airlines in Hawaii and Phillipines, to Meeker Co., N. Y., sales staff.

PROGRAM SERVICES

◄ **Paul Garrett,** formerly vice president in charge of public relations for General Motors Corp. and head of his own public relations firm, to TelePrompTer, N. Y., board of directors.

Jerome M. Landay, vice president, Texanco Enterprises (radio program syndication firm), N. Y., to Recorded Communications Inc., packager of Arnold Michaelis' CBS Radio program *At Home*. Mr. Landay will head firm's radio-tv-recording production operations.

PROFESSIONAL SERVICES

Stanley D. Bachrack, account executive, Doyle Dane Bernbach, N. Y., to Endorsements Inc., same city, as executive vice president.

Phil Cowan, director of publicity and exploitation, Screen Gems Inc., N. Y., resigns to organize his own public relations firm, Phil Cowan Assoc., N. Y., specializing in radio-tv-film fields.

TRADE ASSNS.

Capt. Wilfred B. Goulett (U.S.N., retired), staff director of communications-electronics, Joint Chiefs of Staff, elected executive vice president, Armed Forces Communications and Electronics Assn. **M. C. Richmond,** Washington radio division manager, Western Electric Co., and acting AFCEA executive vice president, named association treasurer and **Julia Godfrey** was renamed secretary.

◄ **William P. Tidwell,** veteran Washington newsman and public relations consultant, named to head new Washington office of Advertising Federation of America, N. Y. AFA's Capital office will locate at 734 15th St. **Anne Lee** will be Mr. Tidwell's assistant.

Kenneth L. Walter, senior financial analyst, General Foods Corp., White Plains, N. Y., to Brand Names Foundation Inc., N. Y., as business manager and **Fred B. Newell Jr.,** formerly with Orr's Dept. Store, Easton and Bethlehem, Pa., becomes director of retail relations for BNF.

MANUFACTURING

Delbert L. Mills, formerly general manager of electric motor division of A. O. Smith Corp., Tipp City, Ohio, to Federal Telephone & Radio Co., division of IT&T, as executive vice president.

John Reine, central district manager, Graybar Electric Co., elected vice president of company, headquartering in New York.

Allen B. DuMont Jr., assistant tv receiver division manager, Allen B. DuMont Labs, appointed manager of division, succeeding **F. P. Rice,** resigned.

◄ **Roy A. Juusola,** formerly plant manager with Sylvania, to CBS-Hytron, Danvers, Mass., as manager of marketing administration. Mr. Juusola has been in electronics industry for over 15 years.

Richard B. Phillips, sales executive, joins Bell & Howell, Washington, as Atlantic

HOOPER — PULSE — NIELSEN
KOSI
DENVER
NUMBER ONE RADIO BUY
SAN FRANCISCO
KOBY
KOSI
See Forjoe
KOBY
See Petry

states sales manager for firm's tape recorders.

◄ **Robert H. Vredenburg,** formerly with General Electric Co., Schenectady, N. Y., to American Electronics Inc., L. A., as manager of eastern operations for marketing division.

C. R. Downing Jr., manager of supplies, Graybar Electric Co., Tulsa, appointed manager at Tulsa and **F. L. Cummings,** Tulsa manager, transfers to Denver in same capacity.

William T. Marx, director of personnel relations, Celanese Corp. of America, to Raytheon Mfg. Co. in similar capacity.

PERSONNEL RELATIONS

John W. Schallert, CBS film productions department, appointed tv contract administrator of Writers Guild of America, West, succeeding **Nora Padway,** resigned.

EDUCATION

◄ **Dr. Erling S. Jorgensen,** formerly associated with Michigan State U., to Montana State U., Missoula, as associate professor of journalism in charge of radio and tv training and as acting director of university studios.

Harriet Davis Dryden, program supervisor, Metropolitan Educational Television Assn., N. Y., formerly with NBC, CBS and Ford Foundation, has resigned.

Shannon R. Wallace, producer-director, WTVJ (TV) Miami, and **Wilson P. Griffith,** cameraman-director, join U. of Miami to supervise production and as instructors. Mr. Wallace succeeds **O. P. Kidder Jr.**

Randy Kraft, freelance radio-tv announcer, and **Donald Collins,** chief engineer, Metropolitan Educational Television Assn., N. Y., to New York U. as instructors.

Wallace M. Bradley, executive director, Committee for Competitive Television, Washington, to Capital Communications Dept., American U., same city, as radio-tv lecturer.

Merrill McClatchey, television producer and supervisor, U. of Michigan, Ann Arbor, joins International Cooperation Administration (division of U. S. State Department), and is assigned to Baghdad to help integrate tv broadcasting into Iraq's educational system.

INTERNATIONAL

Vicente Ramos named president of Latin American Networks Co., U. S. and Canadian offices for CMBF Cadena Nacional, Cuba.

John S. Straiten, creative coordinator, Young & Rubicam Ltd., Toronto, promoted to vice president.

Frederick L. Wood, product group manager, General Foods Ltd., Toronto, named advertising and sales promotion director.

AWARDS

Hull Heads Engineers List To Get IRE Honors Next March

The Institute of Radio Engineers has announced the winners of its 1958 awards, to be presented during IRE's national convention banquet in New York next March. Dr. Albert W. Hull, electron tube pioneer and consultant to the General Electric Research Lab, has been designated to receive the Medal of Honor for "outstanding achievement and pioneering inventions and development in the field of electron tubes."

Other winners and their prizes are Dr. W. R. G. Baker, vice president of the General Electric Co., the Founders Award, bestowed only on special occasions, for "outstanding contributions to the radio engineering profession . . . which have greatly increased the impact of electronics on the public welfare"; Edward L. Ginzton, professor of applied physics and electric engineering, Stanford U., the Morris Liebmann Memorial Award, for "creative contribution to the generation and useful application of high energy at microwave frequencies"; Edward Allen Jr., chief engineer of the FCC, the Harry Diamond Memorial Award, for "technical and administrative contributions in the field of radio spectrum utilization"; George P. Ginsburg, engineer for Ampex Corp., the Vladimir K. Zworykin television prize for "pioneering contributions to the development of video magnetic tape recording."

Radio, Tv Network Shows Cited By American Legion Auxiliary

The American Legion Auxiliary presented Golden Mike Awards to six radio-tv network shows Wednesday at the organization's national convention in Atlantic City.

The awards, based on a national poll of auxiliary membership, went to *Art Linkletter's House Party* on CBS Radio and Ralph Edwards' *This Is Your Life,* NBC-TV, for programs of greatest women's appeal. Carlton E. Morse's *One Man's Family* on NBC Radio and ABC-TV's *Lawrence Welk Show* were named family programs with freshest entertainment appeal. As youth programs with widest informational appeal the auxiliary picked Theodore Granik's *American Forum* on NBC Radio and *Disneyland* on ABC-TV.

WIS, Individuals Take Awards At S.C. AP Broadcasters Meet

Presentation of 18 news awards climaxed the annual meeting of the South Carolina AP Broadcasters Wednesday at Columbia. The special station award for cooperation in news protection went to WIS Columbia. It was held last year by WMUU Greenville. Other awards:

Comprehensive news—Bill Curry, WIS, superior; Bob Truere, WCOS Columbia, excellent; Ray Starr, WJAN Spartanburg, meritorious, and Elmer Rumminger, WMUU, honorable mention.

State and local—Mackie Quave, WIS, superior; Grant Hendrickson, WMUU, excellent, and Mr. Starr, WJAN, excellent.

Commentary and documentary—John Wrisley, WIS, superior; Mr. Starr, WJAN, excellent, and Mr. Hendrickson, WMUU, meritorious.

Sports—John Evans, WIS, superior; Frank Haydn, WORD Spartanburg, excellent, and Mr. Starr, WJAN, meritorious.

Women's news—Mr. Starr, WJAN, superior; Velma Edwards, WMUU, excellent.

Farm news—Jim Sparkman, WIS, superior, and Mr. Starr, WJAN, excellent.

Chicago Copywriters Awards Set

The Chicago Copywriters Club will honor its "copywriter of the year" from among some 250 entries in radio-tv and print media at a banquet in the Conrad Hilton Hotel Oct. 5.

8
MORE DAYS TO
SHOCK

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IN REVIEW *Continued from page 16*

of Sugarfoot—he hates guns because his pop made a living from guns, you see—and he wins the respect of the girl in the story (daughter of Brannigan) and uncovers the murderer.

In the interval, this "adult western drama" takes in a stagecoach robbery, a tense barroom scene and a showdown in a deserted street in the middle of town. Such familiar standbys as the blacksmith, man with beard, Billy the Kid, frightened bartender, pensive telegrapher and lots of ranchers turn up during the action.

Perhaps ABC-TV and producer Warner Bros. (also of *Cheyenne,* the alternating series) mark this one as "adult western" since so many adults can remember with nostalgia the ingredients that made Hoot Gibson, Ken Maynard and Tom Mix ten-gallon-hatted heroes. Mr. Will Hutchins has precedent to look back on and viewers have a lot of gun handling to look forward to.

Production Costs: $80,000.

Sponsored by Dentyne, Clorets, Rolaids, Beemans, Chiclets, Clove, through Ted Bates & Co., on ABC-TV, Tues., 7:30-8:30 p.m. EDT. Started Sept. 17.

Produced by Warner Bros.; Executive producer: William T. Orr; series producer: Carroll Case; premiere producer: Arthur W. Silver.

Director: Leslie H. Martinson.

Writer: Devery Freeman, based on screenplay by Frank Davis and Winston Miller from magazine story by Michael Fessier.

HAVE GUN . . . WILL TRAVEL

There's nothing self-righteous about the man who calls himself Paladin. A West Pointer and ex-Union officer turned professional gunman-for-hire, Paladin—a buckskinned version of the armor-plated mercenary of yore—doesn't, like so many of his contemporaries, spout the Bill of Rights while mowing down an Enemy of the People. For his innate honesty and his enterprise, Paladin must be admired and so must be Richard Boone, of *Medic* fame, in the role of Paladin.

The pilot entry—though perhaps too sharply edited for the viewer who likes slow fades and segues—bore the skilled directorial hand of Andy McLaglen, a young man who made *Gunsmoke* a salvation on many a hot Saturday night. Mr. Boone, in the opening opus, wore his spurs and shooting irons with as much finesse and aplomb as he carried his stethoscope a couple of seasons ago. Like Matt Dillon, the marshal of Dodge City, Paladin is a man of quiet wit given to understating his case. There was the feeling that this soft-spoken, authoritative, badgeless dick will be around for a long time.

Production costs: Approx. $45,000.

Sponsored by Lever Bros. Co. (J. Walter Thompson Co.) and Whitehall Pharmacal Co. (Ted Bates & Co.) on CBS-TV, Sat., 9:30-10 p.m. Started Sept. 14.

Producer: Julian Claman; director: Andrew V. McLaglen; exec. producer: Robert Sparks; creators: Herb Meadow and Sam Rolfe; editor: Fred W. Berger; cameraman: William Margulies.

SEEN AND HEARD

About other shows returning or starting the fall series:

Wide Wide World: The overstuffed "Baby Brownie" camera that is *Wide Wide World* is in dire need of a lens-cap. Either that or a new scriptwriter. Some day, the staff of *Wide Wide World* will get to know the true meaning of that Chinese proverb, "A picture is worth ten thousand words." To date, it seems to think that each picture has to be explained *in* a thousand words. Apparently, the show feels that its audience isn't quite adult enough to face up to the fact that a rocket aimed skywards has but one place to go. Or perhaps it fell victim to its own title, "The Challenge of Space." As *WWW* saw it a week ago Sunday, the challenge was how best to fill the 90 minutes with needless, flowery gab and lofty, almost senseless platitudes about the "nice people" in the good old cotton-pickin' country near Huntsville, Ala., one of whom, V-2 pioneer Wernher Von Braun, was summarily dismissed at the very outset of the program.

* * *

Playhouse 90: The trouble with *Playhouse 90* is that its multi-multi sponsorship structure calls for so many false stops and starts, and, as noted by occasional *Playhouse 90* contributor Rod Sterling, "It's obvious that a succession of phony curtains or emotional high points eventually dilute the effects of *any* play."

Take, for example, the first *Playhouse 90* entry for the current season, a maudlin, pseudo-sentimental tribute to Manuel Rodrigues, one of the greatest matadors of the 20th Century. "The Death of Manolete" did little to further the cause of the art of flirting with death or to enhance Manolete's posthumous reputation.

Although director John Frankenheimer tried to make the most of a wealth of newsreel footage showing Manolete as he faced the murderous Muira bull at Linares, its a safe bet the viewer never felt transported anywhere but to a soundstage at Television City, Hollywood. Blame the jerkiness of the transition or, if not that, actor Jack Palance lunging at camera 3. It's possible Mr. Palance, otherwise a superb craftsman, may have believed Manolete—a shy, unconfident ballet mast—to be an Andalusian version of the punch-drunk boxer-hero of last season's "Requiem for a Heavyweight."

* * *

Wisdom: Over the past summer months many have gone to New York's Museum of Modern Art to gaze—with some wonderment and more dismay—at the prolific output of 75-year-old Pablo Picasso. But it wasn't really until last Sunday at 2.30 p.m., when NBC-TV aired an abbreviated version of the Italian-made art film titled simply "Picasso," that many understood what made him palatable to some, revolting to others. The Picasso show, the first in this season's *Wisdom* series, was narrated by Daniel Catton Rich of Chicago's Art Institute and while it didn't help Picasso's cause any to have his career summed up within the short span of 28 minutes, it was most helpful to have Mr. Rich around.

Station Authorizations, Applications

(As Compiled by B • T)

September 11 through September 18

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

DA—directional antenna. cp—construction permit. ERP—effective radiated power. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watt. mc—megacycles. D—day. N—night. LS — local sunset. mod. — modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SCA—subsidiary communications authorization. SSA—special service authorization. STA—special temporary authorization. *—educ.

Am-Fm Summary through Sept. 18

	On Air	Licensed	Cps	Appls. Pend- ing	In Hear- ing
Am	3,024	3,010	288	431	144
Fm	539	519	55	73	0

FCC Commercial Station Authorizations

As of Aug. 31, 1957 *

	Am	Fm	Tv
Licensed (all on air)	3,068	520	365
Cps on air	3,113	532	528
Cps not on air	148	30	133
Total authorized	3,261	562	661
Applications in hearing	155	12	82
New station requests	340	37	77
New station bids in hearing	109	5	46
Facilities change requests	195	15	47
Total applications pending	1,118	148	382
Licenses deleted in Aug.	0	2	0
Cps deleted in Aug.	2	0	1

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* Based on official FCC monthly reports. These are not always exactly current since the FCC must await formal notifications of stations going on the air, ceasing operations, surrendering licenses or grants, etc. These figures do not include noncommercial, educational fm and tv stations. For current status of am and fm stations see "Am and Fm Summary," above, and for tv stations see "Tv Summary," next column.

Tv Summary through Sept. 18

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial	396	87	483[1]
Noncomm. Education	19	6	25[2]

Grants since July 11, 1952:

(When FCC began processing applications after tv freeze)

	Vhf	Uhf	Total
Commercial	363	327	679[1]
Noncomm. Educational	27	21	48[2]

Applications filed since April 14, 1952:

(When FCC began processing applications after tv freeze)

	New	Amend.	Vhf	Uhf	Total
Commercial	1,097	337	871	589	1,458[2]
Noncomm. Educ.	67		38	33	68[4]
Total	1,162	337	905	622	1,522[5]

[1] 177 cps (33 vhf, 144 uhf) have been deleted.
[2] One educational uhf has been deleted.
[3] One applicant did not specify channel.
[4] Includes 48 already granted.
[5] Includes 725 already granted.

New Tv Stations

ACTIONS BY FCC

Butte, Mont.—Copper Bcstg. Co.—Granted vhf ch. 6 (82-88 mc); ERP 66,072 kw vis., 36,025 kw aur.; ant. height above average terrain 100 ft., above ground 300 ft. Estimated construction cost $260,521, first year operating cost $260,000, revenue $264,000. Post office address, % George C. Hatch, 146 S. Main St., Salt Lake City. Studio and trans. location Beef Trail Road 3½ mi. S. W. of center of Butte. Geographic coordinates 45° 58′ 30″ N. Lat., 112° 33′ 39″ W. Long. Trans. and ant. RCA, Legal Counsel Haley, Dotv & Wollenberg, Washington, D. C. Consulting engineer W. D'Orr Cozzens, Salt Lake City. Principals include Salt Lake City Bcstg. Co. (**KALL Salt Lake City**), 67%, and Ed Cooney, station manager, **KOPR Butte**, 33%. Grantee is licensee of KOPR. Announced Sept. 11.

TV CHANNEL SHIFT

By report and order in Docket 12075, the Commission amended its tv table of assignments by shifting ch. 7 from St. Cloud, Minn., to Alexandria, Minn., effective Oct. 18. Commissioner Hyde dissented.

APPLICATIONS

Wailuku, Maui, T. H.—Television Corp. of America Ltd., vhf ch. 8 (180-186 mc); ERP 3.67 kw vis., 1.83 kw aur.; ant. height above average terrain 6.097 ft., above ground 64 ft. Estimated construction cost $38,900, first year operating cost $36,400, revenue $40,000. P. O. address Box 1479, Honolulu 1, Territory of Hawaii. Studio location Honolulu. Trans. location Summit of Mt. Haleakala. Geographic coordinates 20° 42′ 45″ N. Lat., 156° 15′ 20″ W. Long. Trans., ant. RCA. Owners are **Richard C. Simonton, Jack A. Burnett, Arthur B. Hogan** and **Albert Zugsmith** (each 25%). Mr. Simonton has various music interests; Mr. Hogan owns 17.5% of **KSHO Las Vegas, Nev.**, 37.5% of **KVSM San Mateo, Calif.**, 18% of **KBYE Oklahoma City, Okla.**, 100% of **KFOX Long Beach, Calif.**; Mr. Zugsmith owns 55% of **KRKD-AM-FM Los Angeles**, 37.5% of KVSM, 18% of KSHO, 9% of KBYE, 55% of **KITO San Bernardino, Calif.** All four of these men each own 25% of **KULA-AM-TV Honolulu, Hawaii.** Announced Sept. 17.

Alexandria, Minn.—Central Minnesota Television Co., vhf ch. 7 (174-180 mc); ERP 26.6 kw vis., 13.3 kw aur.; ant. height above average terrain 1104 ft., above ground 1130 ft. Estimated construction cost $322,442, first year operating cost $152,000, revenue $183,000. P. O. address Box

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25, Alexandria, Minn. Studio location Alexandria, Minn. Trans. location Stearns County, Minn. Geographic coordinates 45° 42′ 40″ N. Lat., 95° 06′ 40″ W. Long. Trans.-ant. RCA. Legal counsel Segal, Smith & Hennessey, Washington 6, D. C. Consulting engineer Julius M. Hetland, Fargo, N. D. Principals include **Thomas A. Barnstuble** (21%), **Julius Hetland, Jarold W. Bangert, E. C. Reineke** (each 10%) and others. Messrs. Barnstuble and Hetland are employes of **WDAY Fargo**; Mr. Reineke has over 50% stock in WDAY, and Mr. Bangert is attorney. Announced Sept. 17.

Existing Tv Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KTUV (TV) Oakland, Calif.—San Francisco-Oakland Television Inc.

KWSL (TV) North Platte, Neb.—Goldenrod Tele-Radio Co., ch. 2.

KTUL-TV Tulsa, Okla.—Tulsa Bcstg. Co., ch. 8. Changed from **KTVX (TV)**.

KVII (TV) Amarillo, Tex.—Southwest States Inc., ch. 7.

KVKM-TV Monahans, Tex.—Tri-Cities Bcstg. Co., ch. 9.

Translators

ACTIONS BY FCC

Community Television Project, Globe, Ariz.—Granted cp for new tv translator station to serve Globe and Miami, Ariz., to operate on ch. 83 to translate programs of **KVAR** (ch. 12) **Mesa.**

Surprise Valley T. V. Club, Cedarville, Calif.—Granted cp for new tv translator station to operate on ch. 71 to translate programs of **KOLO-TV** (ch. 8) **Reno, Nev.**

CALL LETTERS ASSIGNED

K71A Madras, Ore.—Jefferson County Tv Inc.

K76AE La Grande, Ore.—Grande Ronde Tv Association Inc.

New Am Stations

APPLICATIONS

Wickenburg, Ariz.—Vernon G. Ludwig, 1580 kc, 1 kw D. P. O. address Box 11134 N.W., Phoenix, Ariz. Estimated construction cost $11,000, first year operating cost $22,000, revenue $34,000. **Mr. Ludwig,** sole owner, was formerly associated with **KMED Medford, Ore.** Announced Sept. 18.

Pensacola, Fla.—Johnston Bcstg. Co., 610 kc, 500 w D. P. O. address Box 5767, Birmingham, Ala. Estimated construction cost $20,810, first year operating cost $50,000, revenue $60,000. Owners are **George Johnston Jr.** (60%) and **George Johnston** (40%), who also own equal amounts in **WJLD Homewood, Ala.** and **WJLN (FM) Birmingham, Ala.** Announced Sept. 11.

Lawrenceville, Ga.—Radio Gwinnett, 1360 kc, 1 kw D. P. O. address Eathel Holley, 5800 Brookgreen Rd., Atlanta 5, Ga. Estimated construction cost $6,710, first year operating cost $24,000, revenue $36,000. Owners are **Eathel Holley, Leslie E. Gradick Jr.** and **Stephen B. McGarity** (each ⅓), Mr. Holley is radio engineer; Mr. Gradick is engineer; Mr. McGarity is peace officer. Announced Sept. 16.

Indianapolis, Ind.—Ralph Luke Walton, 800 kc, 250 w D. P. O. address 311 Board of Trade Bldg., Indianapolis, Ind. Estimated construction cost $24,412, first year operating cost $93,400, revenue $110,000. **Mr. Walton,** sole owner, is in advertising. Announced Sept. 17.

Providence, Ky.—Graves County Bcstg. Co. Inc., 1050 kc, 250 w D. P. O. address 710 Pryor St., Mayfield, Ky. Estimated construction cost $1,000, first year operating cost $24,000, revenue $30,000. Owners are **Charles W. Stratton, H. D. Bohn** and **Mose Bohn** (each ⅓). All three own ⅓ each of **WKTM Mayfield,** to be deleted, and Mr. Stratton owns ⅓ interest in **WKOA Hopkinsville, Ky.** Announced Sept. 17.

Caro, Mich.—Water Wonderland Bcstg. Co. Inc., 1360 kc, 500 w D. P. O. address 215 Shearer Bldg., Bay City, Mich. Estimated construction cost $16,510, first year operating cost $46,025, revenue $52,000. Principals include **S. Franklin Horowitz** (19.6%), **Patrick J. Trahan** (13.7%), **Homer G. Nichols, Thomas M. Kinney, M. J. Dardas** (each 9.8%) and others. Dr. Horowitz is physician; Mr. Trahan has building and grocery interests; Mr. Kinney has dairy business; Mr. Nichols is in meat packing and foods; Dr. Dardas is physician. Announced Sept. 16.

Lansing, Mich.—Binder-Carter-Durham Inc., 1580 kc, 500 w D. P. O. address 3506 E. Kearsley St., Flint 6, Mich. Estimated construction cost $49,705, first year operating cost $35,000, revenue $50,000. Owners are **Richard S. Carter, Ernest L. Durham, Albert Binder** and **Harry J. Binder** (each 25%). Mr. Carter is sales manager **WMRP Flint;** Mr. Durham has record business and is announcer WMRP; Messrs. Binder have furniture interests. Announced Sept. 11.

Riverhead, N. Y.—Patchogue Bcstg. Co. Inc., 1570 kc, 250 w D. P. O. address Box 651, Patchogue, N. Y. Estimated construction cost $14,865, first year operating cost $45,000, revenue $55,000. Principals include **Lee Morrison** (35.9%), **Olga Moskowitz** (33.4%), and others. None of the stockholders has any business interest other than that in Patchogue Bcstg. Announced Sept. 11.

Van Wert, Ohio—Van Wert Bcstg. Co., 1220 kc, 250 w D. P. O. address Kenneth K. Kunze, 822 Union St., Port Huron, Mich. Estimated construction cost $11,923, first year operating cost $48,000, revenue $60,000. Owners are **Kenneth E. Kunze, Raymond M. Waldron** (each 25%), **Stephen S. Beard, George W. Wilson, G. Dale Wilson** and **Merl Knittle** (each 12.5%). Mr. Kunze is chief engineer **WTTH Port Huron.** Mr. Waldron is in sales; Mr. George Wilson is in dairy products; Mr. Dale Wilson is retail merchant; Mr. Beard is attorney; Mr. Knittle is in real estate. Announced Sept. 16.

Copperhill, Tenn.—Copper Basin Bcstg. Co. Inc., 1400 kc, 250 w unl. P. O. address Knox Williams, Etowah, Tenn. Estimated construction cost $12,925, first year operating cost $36,000, revenue $43,500. Owners are **Blaine Goss, Clint Goss** and **Leon H. Beaver** (each ⅓). Blaine Goss has motel interests; Messrs. Clint Goss and Leon Beaver are manager and assistant, respectively, of grocery. Announced Sept. 17.

Crane, Tex.—Joseph E. Young, 1380 kc, 1 kw D. P. O. address Box 638, Andrews, Tex. Estimated construction cost $18,014, first year operating cost $12,000, revenue $20,000. Mr. Young, sole owner, is owner-operator of **KACT Andrews, Tex.** Announced Sept. 17.

Existing Am Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KPAY Chico, Calif.—Rabell Enterprises, 1060 kc. Changed from **KXOC.**

KTYM Inglewood, Calif.—Albert John Williams, 1460 kc.

WXLI Dublin, Ga.—Radio South Inc., 1440 kc. Changed from **WKEA.**

WIOS Tawas City-East Tawas, Mich.—Roger S. Underhill, 1050 kc.

WCLW Mansfield, Ohio—Mansfield Bcstg. Co., 1570 kc. Changed from **WLWL.**

WCLC Jamestown, Tenn.—Jamestown Bcstg. Co. Inc., 1260 kc.

KBBB Borger, Tex.—R. L. McAlister, 1600 kc.

KOYE Ysleta, Tex.—John S. Chavez, *et al.,* 1150 kc.

WCUB Manitowoc, Wis.—Business Management Inc. Changed from **WKEW.**

New Fm Stations

APPLICATIONS

Riverside, Calif.—Ray Lapica, 92.7 mc, .687 kw unl. P. O. address 3633 Beechwood Place, Riverside, Calif. Estimated construction cost $6,500, first year operating cost $5,700, revenue $10,000. **Ray Lapica,** sole owner, is owner and general manager of **KACE Riverside, Calif.** Announced Sept. 11.

Baltimore, Md.—William Scott Cook, 97.9 mc, 10.323 kw unl. P. O. address 900 B Wilson Point Rd., Baltimore 20, Md. Estimated construction cost $5,400, first year operating cost $2,500, revenue $9,500. Mr. Cook, sole owner, is electronic engineer. Announced Sept. 16.

Existing Fm Stations

ACTIONS BY FCC

CALL LETTERS ASSIGNED

KDFR San Diego, Calif.—Music Unlimited. Changed from **KPAY.**

WFMG Glenside, Pa.—Melvin Gollub & Fred Gollub, 92.5 mc.

WAAM-FM Parkersburg, W. Va.—WSTV Inc., 106.5 mc. Changed from **WPAR-FM.**

Fm Allocations

By order, the Commission amended its allocation table for Class B fm stations, effective immediately, by adding ch. 233 to **Franklin, N. C.** This will facilitate consideration of pending application by **Franklin County Bcstg. Co.**

The Commission invites comments by Oct. 10 to proposed rule making to amend the allocation table for Class B fm stations by substituting ch. 281 for ch. 284 at **San Diego, Calif.,** and directed **Music Unlimited** to show cause by that date why its license for **KPAY** on ch. 284 in **San Diego** should not be modified to specify ch. 281. **KFSD Inc., San Diego,** petitioned for the change in order to eliminate objectionable interference.

By Order, Commission amended its allocation table for Class B fm stations by substituting ch. 260 for ch. 281 in Bangor, Me., which will permit prospective FM station on Mt. Washington, N. H. to receive signals from fm station WBCN (FM) Boston, Mass. for rebroadcasting without interference from possible operation on ch. 281 in event that channel is subsequently assigned in area.

Ownership Changes

ACTIONS BY FCC

KXOC San Diego, Calif.— Granted assignment of licenses of (1) **KXOC** to **Rabell** and (2) **KSON** to **Broadmoor**; exchange of properties plus payment of $60,000 cash by Broadmoor to Rabell. Announced Sept. 11.

WIOD Sanford, Fla.—Granted assignment of license from **Jack Siegel** and **Robert Wasdon** to **Kenneth J. Crosthwait**; consideration $45,000. Announced Sept. 11.

WCHK Canton, Ga.—Granted assignment of license from **L. H. Christian** and **C. A. McClure** to **Cherokee Bcstg. Co. Inc.** (L. H. Christian, president) through issuance and sale of additional stock. Announced Sept. 11.

KMLB-AM-FM Monroe, La.—Granted transfer of control from **Melba Liner Gaston** and **J. C. Liner III,** to **WSTV Inc. (WSTV-TV Steubenville, Ohio; KODE-AM-TV Joplin, Mo.; WBOY-AM-TV** [formerly **WBLK** and **WBLK-TV**] **Clarksburg, W. Va.,** and **WPAR-AM-FM Parkersburg, W. Va.;** four stockholders have interests in **WPIT Pittsburgh, Pa.,** and **WHTO-TV Atlantic City, N. J.,** and one has interest in **WJPA Washington, Pa.**); consideration $105,000. Commissioner Bartley voted for a 309 (b) letter. Announced Sept. 11.

KTBS,-AM-FM Shreveport, La.—Granted assignment of license to **Foster & Associates Inc.** (**B. R. McLendon,** president, who with **Gordon B. McLendon,** own majority stock of **KLIF Dallas, KILT Houston,** and **KTSA San Antonio,** all **Texas**); consideration $200,000. Commissioner Bartley voted for 309 (b) letter. Announced Sept. 11.

KHAM Albuquerque, N. M.—Granted assignment of license to **KHAM Inc.** (**J. W.** and **Carl Hedges** and **J. L. Anderson**); consideration $50,800. Announced Sept. 11.

KCMR McCamey, Tex.—Granted assignment of license to **Jim Sample** and **Donald Boston,** d/b as **McCamey Bcstg. Co.**; consideration $15,000. Announced Sept. 11.

KBBC Centerville, Utah—Granted assignment of cp to **Davis Bcstg. Co. Inc.** (**J. Fred Pingree,** president); consideration $2,000. Announced Sept. 11.

WATW Ashland, Wis.—Granted transfer of control from **Gordon F. Schluter, Norman C. Hoefferle** and **Terry E. Trott** to **Eugene A. Halker**; consideration $12,102. Announced Sept. 11.

WPFP Park Falls, Wis.—Granted assignment of license from **Eugene A. Halker, Gordon F. Schluter, Norman C. Hoefferle** and **Terry E. Trott**

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to **Schluter** and **Hoefferle**, d/b under same name; consideration $11,945. Announced Sept. 11.

APPLICATIONS

KHUB Watsonville, Calif.—Seeks assignment of license from **William Morgan** and **Dorothy C. Morgan** to **Francis T. Crennan** for $59,400. Mr. Crennan, sole owner, is manager of **Philco Corp.**, Philadelphia. Announced Sept. 11.

WKEA Dublin, Ga.—Seeks positive control of licensee corp. by **John A. Boling** through acquisition of 50% stock from **Emerson W. Browne** and **Sarah A. Browne**. Mr. Boling owns **WHBO Tampa, Fla.** Announced Sept. 10.

WNEG Toccoa, Ga.—Seeks assignment of license from **Stephens County Bcstg. Co.** to **Stephens County Bcstg. Co. Inc.** Corporate change. No control change. Announced Sept. 17.

WNGO-AM-FM Mayfield, Ky.—Seeks transfer of control of licensee corp. from **R. B. Ligon** and **T. E. Brewer** to **Charles W. Stratton, H. D. Bohn** and **Mose Bohn** for $120,000. Messrs. Stratton, Bohn and Bohn will each own ⅓ of **WKTM Mayfield**. Mr. Stratton also has ⅓ interest in **WKOA Hopkinsville, Ky.** Announced Sept. 11.

WMRY New Orleans, La.—Seeks assignment of license and cp from **Southland Bcstg. Co.** to **Rounsaville of New Orleans Inc.** for $250,000, including real estate. Sole owner will be **Robert W. Rounsaville**, who also owns **WQXI Atlanta, Ga., WCIN Cincinnati, Ohio, WOBS Jacksonville** and **WIOK Tampa**, both **Fla., WMBM Miami Beach, WLOU Louisville, Ky., WSOK Nashville, Tenn., WATL-TV Atlanta, WQXL-TV Louisville** and **WQXN-TV Cincinnati**. Announced Sept. 18.

KMGM-TV Minneapolis, Minn.—Seeks transfer of control from **Thomas P. Johnson, Seymour Weintraub, Wm. F.** and **Rachel B. Adler, Lott Co., Lewis S. Greenburg, Oliver Tyrone Corp., George W. Eby, Larry J. Israel, Monroe H. Long Sr.** and **Henry Oliver Rea** to **National Telefilm Assoc. Inc.** for $650,000. NTA is primarily concerned with tv film distribution and production; this is the firm's first broadcast acquisition venture. Announced Sept. 16.

WGCM Gulfport, Miss.—Seeks assignment from **WGCM Bcstg. Co.** to **E. O. Roden** (40%), **W. I. Dove** (23%), and others, d/b as **E. O. Roden Assoc.** for $150,000. Mr. Roden owns **WBIP Booneville, Miss.**, 30% of **WTUP Tupelo, Miss.**, 50% of **WAZF Yazoo City, Miss.**, 40% of **WEGA Newton, Miss.**, 40% of **KREL Baytown, Tex.**; Mr. Dove owns 40% of WTUP, 17% of WAZF, 20% of WEGA and 23% of KREL. Announced Sept. 18.

KBMN Bozeman, Mont.—Seeks transfer of control licensee corp. from **Laura B. Penwell, Kenneth G. Penwell** and **G. Norman Penwell** to **Dale Grant Sherman Moore** (50.54%) and others, for $25,297. Mr. Moore is manager of **Penn Engineering Co.** Announced Sept. 16.

KXLJ-TV Helena, Mont.—Seeks assignment of cp from **The Peoples Forum of the Air** to **Capital City Television Inc.** Corporate change. No control change. Announced Sept. 16.

WEBO Owego, N. Y.—Seeks assignment of license from **Erdman Bcstg. Co.** to **Erdman Bcstg. Co. Inc.** Corporate change. No control change. Announced Sept. 11.

WCHI Chillicothe, Ohio—Seeks assignment of license from **Norman M. Glenn** to **Joseph H. McGillvra** and **Agnes I. McGillvra** (each 50%) d/b as **Chillicothe Bcstg. Co.** for $78,450. Mr. McGillvra owns 50% of **WBIW Bedford, Ind.**, as does Agnes McGillvra. Announced Sept. 18.

WOKE Oak Ridge, Tenn.—Seeks assignment of license from **Air Mart Corp.** to **WOKE Inc.** for $64,000. WOKE Inc. is owned by **Arthur D. Smith Jr.** and **Carter M. Parham** (each 50%). Mr. Smith owns 100% of **WMTS Murfreesboro, Tenn.**, 50% of **WDEH Sweetwater, Tenn.** and ⅓ of **WZYX Cowan, Tenn.** Mr. Parham is president and 22% owner of **WDEF-AM-TV Chattanooga, Tenn.** Announced Sept. 18.

KLYN Amarillo, Tex.—Seeks assignment of license from **Kenyon Brown** to **Nichols-Whitney Bcstrs.** for $76,000. Nichols-Whitney Bcstrs. is owned by **E. Boyd Whitney** and **Arthur Leroy Nichols** (each 50%). Mr. Whitney is 42.5% owner of **KLOS Albuquerque, N. M.**; Mr. Nichols has been announcer at **KWBB Wichita, Kan.** Announced Sept. 16.

KDOK Tyler, Tex.—Seeks assignment of license from **Dana W. Adams** to **KDOK Bcstg. Co.** for 2,000 shares of stock in the new company, 15% of which will be sold to **Sam T. Matthews Jr.**, and 5% of which will be gift to his wife, leaving Mr. Adams 80% control. Mr. Matthews has been commercial manager, **KGKB Tyler, Tex.**; Mrs. Adams is housewife. Announced Sept. 11.

WRAD Radford, Va.—Seeks assignment of license from **Perry E. Gresham** and **Alice C. Gresham** to **WRAD Bcstg. Co.** for $95,000. WRAD Bcstg. is owned by **Wooster Republican Printing Co.** Announced Sept. 11.

WLIP Kenosha, Wis.—Seeks assignment of license from **William L. Lipman** to **Kenosha Bcstg. Inc.** Corporate change. No control change. Announced Sept. 11.

Initial Decisions

Hearing Examiner Annie Neal Huntting issued initial decision looking toward grant of the application of **Parish Bcstg. Corp.** to increase power of **KAPK Minden, La.**, from 100 w to 250 w, continuing operation on 1240 kc unl.

Hearing Examiner Millard F. French issued initial decision looking toward grant of the application of **Texas Technological College** for new tv station to operate on ch. 5 in **Lubbock, Tex.**

Hearing Examiner H. Gifford Irion issued supplement to initial decision ordering remaining as before the ordering clause of his Jan. 31, 1956 initial decision which looked toward granting the application of **Great Lakes Television Inc.**, for new tv station to operate on ch. 7 in **Buffalo, N. Y.**, and denying competing applications of **Greater Erie Bcstg. Co.** and **WKBW-TV Inc.**

License Renewals

WFBR & aux. **Baltimore, Md.; WHJC Matewan, W. Va.; WINX Rockville, Md.; WJEJ Hagerstown, Md.; WJLS** (two main transmitters) **Beckley, W. Va.; WJMA Orange, Va.; WKAZ Charleston, W. Va.; WKEY Covington, Va.; WKIK Leonardtown, Md.; WKLC** & aux. **St. Albans, W. Va.; WKOY Bluefield, W. Va.; WKYR Keyser, W. Va.; WLEE Richmond, Va.; WLLY Richmond, Va.; WLOG Logan, W. Va.; WLOH Princeton, W. Va.; WLPM Suffork, Va.; WLSD Big Stone Gap, Va.; WLVA Lynchburg, Va.; WMAL Washington, D. C.; WMBG** & aux. **Richmond, Va.; WMEV** & aux. **Marion, Va.; WMMN Fairmont, W. Va.; WMNA Gretna, Va.; WNNT Warsaw, Va.; WNRG Grundy, Va.; WPDX Clarksburg, W. Va.; WPLH Huntington, W. Va.; WCAO-FM Baltimore, Md.; WCOD (FM) Richmond, Va.; WJEJ-FM Hagerstown, Md.; WLOG-FM Logan, W. Va.; WBJC Baltimore, Md.; WEMC Harrisonburg, Va.; WFOS South Norfolk, Va.; WHIS-TV KQH-24, Bluefield, W. Va.; KIP-81 Roanoke, Va.; KIP-82 Dismal Peak, Giles Co., Va.; KIP-83 Poor Mt., Roanoke Co., Va.; WMAR-TV** KA-4498 to 4500, **Baltimore, Md.**

Granted renewal of license of following **NBC** stations: **WRC-AM-FM &** aux ant., **WRC-TV**, main trans. & aux ant., **KA-4833-4 Washington,** D. C., without prejudice to whatever action the Commission may deem appropriate at such time as presently pending antitrust actions involving **Radio Corp. of America** and **NBC** may be terminated.

Routine Roundup

ACTIONS BY FCC

By letter, the Commission returned as unacceptable for filing application by Supreme Bcstg. Co., Inc., for license to operate an experimental tv station on ch. 12 in New Orleans, La., denied request for program test authority and, construing license application and request for program test authority as a request for temporary

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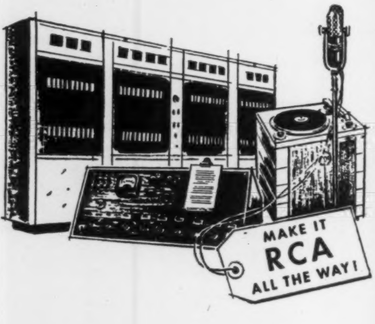

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authority to operate the experimental station pending completion of construction in accordance with the terms of the construction permit, denied such request. Construction does not comply with terms of permit. (On June 27 the Commission granted application by Supreme, permittee of WJMR-TV on ch. 20 in New Orleans, to operate an experimental tv station on ch. 12 for the purpose of making a direct comparison of simultaneous uhf and vhf operation.) Announced Sept. 11.

Basin Bcstg. Co. Durango. Colo.—Designated for hearing application for a new am station to operate on 1490 kc, 250 w, U. Announced Sept. 11.

KWWL Waterloo, Iowa—Is being advised that, unless within 20 days it requests a hearing, its application for extension of time to construct (increase of power from 1 kw to 5 kw, on 1330 kc) will be dismissed and cp will be cancelled. Announced Sept. 11.

By Order of Sept. 11, the Commission dismissed as moot a petition by A. A. Crawford, Beverly Hills, Calif., for review of an Order of the Chief Hearing Examiner dismissing with prejudice Crawford's application for a new am station.

The Commission on Sept. 11 granted a petition by Telecasting Inc. **WENS (TV) Pittsburgh, Pa.**, and extended the time from Sept. 16 to Sept. 30 to file reply comments in rule-making proceeding in Docket 12076 involving amendment of tv table of assignments in **Erie Pa., Akron-Cleveland Ohio, Clarksburg** and **Weston W. Va.**, and **Flint-Saginaw-Bay City Mich.**

By Memorandum Opinion and Order, the Commission dismissed a protest by Philco Corp., Philadelphia, Pa., directed against the Commission's July 18 grant to National Bcstg. Co., Inc., of renewal of licenses of WRCV, WRCV-TV and auxiliaries, Philadelphia. Commissioner Bartley concurred in result.

The Commission announced its Memorandum Opinion and Order of Sept. 11 granting pleadings by Puget Sound Bcstg. Co., Inc., to the extent of modifying July 25 Decision (which granted application of Queen City Bcstg. Co. for a new tv station to operate on ch. 7 in Seattle, Wash., and denied competing applications of KXA and Puget Sound) by incorporating therein specific rulings on the exceptions filed in Dockets 9030 et al., denied petition and motion for stay or rehearing in all other respects. Commissioner Hyde dissented; Commissioner Lee dissented and voted to grant the stay and reopen record.

The Commission announced its Memorandum Opinion and Order of Sept. 11 denying petitions directed against its Decision of Feb. 7 which granted, after comparative hearing, a construction permit to Public Service Television, Inc., for a new tv station on ch. 10 in Miami, Fla. (Dockets 9321 et al.). The petitions denied were those of WKAT, Inc., L. B. Wilson, Inc., and North Dade Video, Inc. (unsuccessful applicants), and Gerico Investment Co. (WITV, ch. 17, Fort Lauderdale). Commissioner Hyde dissented; Commissioner Bartley dissented and issued statement; Commissioner Craven abstained from voting.

The Commission announced its Memorandum Opinion and Order of Sept. 11 denying a petition for reconsideration filed by KSEM, Inc. (am station KSEM), Moses Lake, Wash., directed to Commission's Oct. 17, 1956, Decision which affirmed and made effective immediately a May 4, 1955, grant to Basin TV Co. for a new tv station (KBAS-TV) to operate on ch. 43 in Ephrata, Wash. Commissioner Bartley abstained from voting.

The Commission announced its Decision of Sept. 11 modifying original Order of Suspension to suspend for one month (instead of two months) the restricted radiotelephone operator permit of Firm C. Petty, Randallstown, Md., commencing 30 days from date of release of the decision.

The Commission announced its Memorandum Opinion and Order of Sept. 5 granting motion by WKST Inc. (WKST-TV), New Castle, Pa., to strike from the records in proceeding on its application for Mod. of CP a letter filed Aug. 12 by consulting engineers for WKBN Bcstg. Corp. (WKBN-TV), Youngstown, Ohio. Announced Sept. 12.

ACTIONS ON MOTIONS

By Chief Hearing Examiner James D. Cunningham on the dates shown:

Ordered that hearings are scheduled in the following proceedings on the date indicated: New York Technical Institute of Cincinnati, Inc., for a cp to establish a new two-way common carrier station in the Domestic Public Land Mobile Radio Service at Detroit, Mich., and North American Bcstg. Co. (WMNI) Columbus, Ohio, on Oct. 7; Dispatch, Inc. (WICU) Erie, Pa. for mod. of cp, on Oct. 16; in the matter of Charles Henry Coney, Coney Dock, Beach Haven, N. J., and Palm Beach, Fla., suspension of restricted radiotelephone operator permit.

Granted petition of Video Independent Theatres, Inc., for dismissal without prejudice of its application and retained in hearing status application of Southwest Bcstg. Co., both for cps for new tv station to operate on Ch. 8 in Elk City, Okla. Action Sept. 9.

By Hearing Examiner Thomas H. Donahue on September 5 and 10:

Ordered that hearing scheduled for Sept. 5 and 10 is cancelled and the record in proceeding on am application of OK Bcstg. Co., Mobile, Ala., is closed; by Memorandum Opinion and Order, denied motion to open record filed by the Broadcast Bureau.

By Hearing Examiner Charles J. Frederick on September 9:

Ordered that a further prehearing conference will be held on Sept. 23 re am applications of Ralph D. Epperson and Williamsburg Bcstg Co., Williamsburg, Va.

Ordered that a further prehearing conference will be held on Sept. 25 in Ch. 18 proceeding, Baton Rouge, La., and rescheduled September 16 hearing for Oct. 2.

By Hearing Examiner H. Gifford Irion on September 9:

Denied petition by Charles R. Bramlett, Torrance, Calif., for leave to amend his am application to include the community of Compton, Calif., along with Torrance so that his proposal would be for a hyphenated community.

By Hearing Examiner Herbert Sharfman on on the dates shown:

Granted petition by Jackson County Bcstg. Co., Maquoketa, Iowa, for an extension of time for the exchange of exhibits due Sept. 10 and for continuance of hearing scheduled for Oct. 1 re its am application; the time for exchange of exhibits is extended, and the date for hearing is continued pending Commission action on applications of Parks Robinson, Wisconsin Valley Television Corp. (WSAU) and Kankakee Daily Journal Co. (WKAN). Action Sept. 5.

By Chief Hearing Examiner James D. Cunningham on the dates shown:

Ordered that hearings are scheduled to commence in the following proceedings on the dates indicated: Beehive Telecasting Corp. and Jack A. Burnett, for cps for new tv stations to operate on Ch. 11 in Provo, Utah and United Bcstg. Co., Inc., *et al.*, for cps for new tv stations to operate on Ch. 3 in Wilmington, N. C., on Oct. 21; Max M. Leon, Inc. and Independence Bcstg. Co., Inc., Philadelphia, Pa., on Nov. 7; Orange County Radiotelephone Service, Santa Ana, Calif., *et al.*, for cps in the Domestic Public Land Mobile Radio Service, on Nov 12. Actions Sept. 10.

Dismissed with prejudice for failure to prosecute am application of Northern Allegheny Bcstg. Co., Union City, Pa. Action Sept. 11.

By Hearing Examiner J. D. Bond on September 10:

Ordered, pursuant to the provisions of the Prehearing Order, that the Motion of General Services Administration for modification of the Prehearing Order (Order After Second Prehearing Conference, released Aug. 13, 1957), together with separate responses to the motion by AT&T and United Press, be set for oral argument on the record before the Hearing Examiner on Sept. 17; and further ordered that any interested party may, but no party is required to, appear and participate in the oral argument in private line-leased facility proceeding.

By Hearing Examiner Herbert Sharfman on September 9:

Issued Order After Prehearing Conference including continuance of hearing from Oct. 7 to Nov. 18 re applications of Music Bcstg Co. (WGRD), Grand Rapids, Mich., for authority to operate specified presunrise hours and Great Trails Bcstg. Corp. (WING) Dayton, Ohio, for renewal of license.

By Hearing Examiner Charles J. Frederick on the dates shown:

Order that a further prehearing conference will be held at 2 p.m., Sept. 24; that the parties shall mutually exchange their exhibits comprising their direct cases on or before Nov. 4, and that hearing scheduled for Sept. 12 is rescheduled for Nov. 12 in Ch. 12 proceeding, Beaumont, Texas. Action Sept. 10.

By Memorandum Opinion and Order, granted petition of Brown Telecasters, Inc., Beaumont, Texas, for leave to amend its application for cp for new tv station to operate on Ch. 12, to specify a new antenna site South of Sabine in lieu of its former site South of Sabine Pass. Action Sept. 11.

By Hearing Examiner Thomas H. Donahue on September 10:

Ordered that formal hearing date now scheduled as September 26 is postponed indefinitely and that on that date a prehearing conference will be held in Ch. 9 proceeding, Ogden, Utah.

By Hearing Examiner Elizabeth C. Smith on September 12:

Granted petition by Bosque Radio, Clifton, Texas, for continuance of prehearing conference re its am application from Sept. 16 to Nov. 15.

By Chief Hearing Examiner James D. Cunningham on September 12:

Granted petition of Obion County Bcstg. Co. (WTUC) Union City, Tenn., for dismissal without prejudice of its am application, and retained in hearing status application of Jefferson Bcstg. Co., Louisville, Ky.

By Hearing Examiner H. Gifford Irion on September 13:

Granted petition of Town and Country Radio, Inc., Rockford, Ill., to amend its am application with respect to the distribution of stock formerly held by WPEO, Inc., the financial data as to stockholders, change in main studio location, etc.

On request by Martin Theatres of Georgia, Inc. (WTVN) Columbus, Ga., the Commission on Sept. 16 granted extension of time from Sept. 17 to Sept. 24 for filing reply comments in TV rule-making proceeding involving Columbus, Ga.

By Commissioner T. A. M. Craven on September 13:

Granted petition by Don H. Martin (WSLM) Salem, Ind., for extension of time to Sept. 26 to file reply to petition for rehearing filed by Courier-Times, Inc., New Castle, Ind., in proceeding on their am applications.

Granted request of Charles R. Bramlett, Torrance, Calif., to dismiss his petition for enlargement of issues in proceeding on his am application, *et al.*

By Chief Hearing Examiner James D. Cunningham on September 13:

By Memorandum Opinion and Order, granted motion by Excursion Inlet Packing Co., Seattle, Wash., to dismiss proceeding (Docket 12036) on Order to Show Cause why the license for its Alaska Public Fixed and Public Coast Radio Station KWO 70 should not be revoked; proceeding is terminated.

By Hearing Examiner Jay A. Kyle on September 13

Granted motion of Jay Sadow, Rossville, Ga., for continuance of proceedings on his AM application, and the submission of measurements shall be on Nov. 20; informal conference on Nov. 25 and hearing Dec. 20.

By Hearing Examiner Millard F. French on September 16

Granted motion by the Commissioners of Cumberland County for continuance of hearing from Sept. 17 to Oct. 7 re application of Borough of Lemoyne, Pennsylvania, Lemoyne, Pa., for authorization in the Fire Radio Service.

BROADCAST ACTIONS

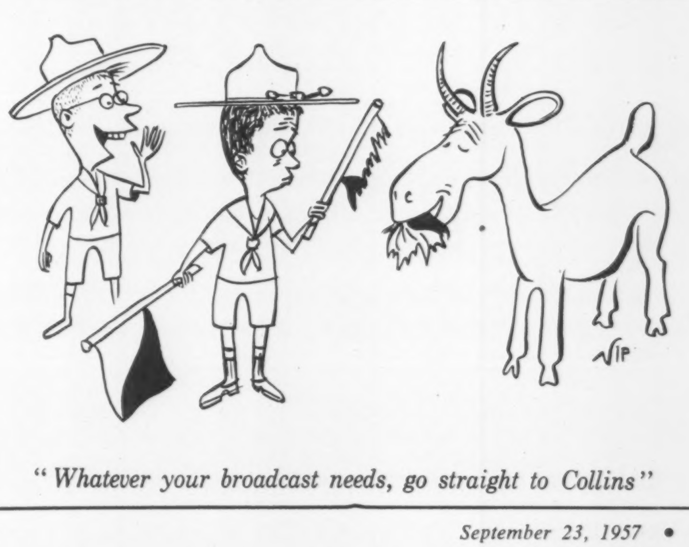
By the Broadcast Bureau:

Actions of September 13

WVJS-FM Owensboro, Ky.—Granted license to change ERP to 10 kw, and change type trans.: ant. 370 ft.

KCBH Los Angeles, Calif.—Granted cp to replace cp to change ERP to 75 kw, and make changes in trans., which expired Aug. 8, 1957. Requesting 90 days additional time.

WSAU-TV Wausau, Wis.—Granted cp to change ERP to vis. 316 kw, aur. 178 kw, change type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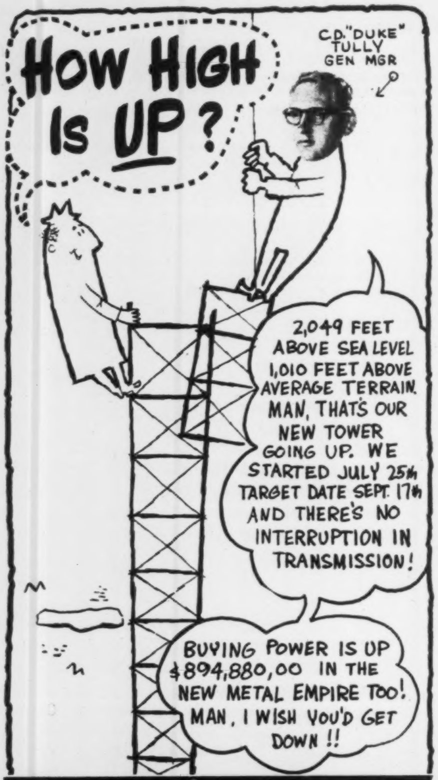
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trans. and ant. and make other equipment changes and change trans. location; ant. height 1210 ft.

KEAP Fresno, Calif.—Granted Mod. of cp to change type trans., make changes in ground system and change name to B. L. Golden tr/as Radio Fresno.

WPRW Manassas, Va.—Granted Mod. of cp to change ant.-trans. location, change studio location, change type trans. make changes in ant. (decrease height) and delete remote control operation of trans.

WWDC-FM Washington, D. C.—Granted mod. of Subsidiary Communications Authorization to include both simplex and multiplex operation.

KIML Gillette, Wyo.—Granted mod. of cp to change type trans.

WWMT New Orleans, La.—Granted Extension of Special Temporary Authorization to remain silent in order to make realistic market surveys, etc., until Jan. 1, 1958.

KDFW Cedar Hill, Tex.—Granted permission to operate at reduced ERP of 25 kw because of difficulty with equipment.

KSHO-TV Las Vegas, Nev.—Granted extension of completion date to 4-1-58.

Actions of September 12

WQIK-TV Jacksonville, Fla.—Granted request for cancellation of cp and dismissal of application for extension of completion date; call letters deleted.

WTVS Detroit, Mich.—Granted Mod. of cp to change ERP to visual 178 kw, aur. 100 kw, ant. height 540 ft. and make minor equipment changes.

WTTV Bloomington, Ind.—Granted Mod. of cp to change type of trans. and install amplifier; ERP vis. 44.6 kw, aur. 26.8 kw, ant. 1250 ft.

WCOL Columbus, Ohio—Granted authority to operate auxiliary trans. by remote control.

Actions of September 11

WMOZ Mobile, Ala.—Granted cp to change ant.-trans. and studio location.

WHLN Harlan, Ky.—Granted Mod. of cp to change type trans.; condition.

KWEB Rochester, Minn.—Granted Mod. of cp to change type trans., studio location and operate trans. by remote control.

The following were granted extension of completion dates as shown: **KBBC Centerville, Utah** to 1-1-58; **WEAM Arlington, Va.** to 12-15; **WOIA** Saline, Mich to 11-24, conditions; **WPNX Phoenix City, Ala.-Columbus, Ga.** to 11-1, condition.

WBEV Beaver Dam, Wis.—Granted authority to operate trans. by remote control.

Actions of September 10

KWSL North Platte, Neb.—Granted assignment of cp to Goldenrod Tele-Radio Co., Inc.

KOAL Price, Utah—Granted license covering installation of a new trans.

KWSK Pratt, Kans.—Granted license covering installation of a new trans.

KCIL Houma, La.—Granted license covering change of ant.-trans. location and changes in ground system.

WPRA Mayaguez, P. R.—Granted license covering installation of a new trans. and changes in ground system.

KTUC Tucson, Ariz.—Granted license covering installation of a new trans. and changes in ground system and operate trans. by remote control.

KGU Honolulu, Hawaii—Granted license covering installation of new tranmitter, change ant.-trans. location, make changes in ant., increase power and operate trans. by remote control; conditions.

KULA Honolulu, Hawaii—Granted license covering change of ant.-trans. and studio location and make changes in ant. system; conditions.

KOAL Price, Utah—Granted license to use old main trans. as aux. trans. at main trans. site.

KELO Sioux Falls, S. D.—Granted license covering installation of a new combined am-tv tower (increase height); conditions.

KWOW Pomona, Calif.—Granted license covering change of ant.-trans. location and make changes in ground system.

WMUZ Detroit, Mich.—Granted license to change aux. trans. to alternate main trans.

KDLR Devils Lake, N. D.—Granted cp to install new trans.

KONG Visalia, Calif.—Granted cp to install new trans.

WTNT Tallahassee, Fla.—Granted cp to install new trans. and describe trans. location as 1820 E. Park Ave., Tallahassee, Fla.

WADP Kane, Pa.—Granted cp to install new trans.

WMAN Mansfield, Ohio—Granted cp to install old main trans. as alternate main trans. at main trans. site.

WLBZ Bangor, Maine—Granted cp to install new trans. and operate trans. by remote control while employing nondirectional ant.

WIPR San Juan, P. R.—Granted cp to install new trans. as an aux. trans. at main trans. site and change studio location.

WING Dayton, Ohio—Granted cp to install new main trans. and operate tran. by remote control.

KFBC Cheyenne, Wyo.—Granted cp to install new alternate main trans. at main trans. site.

WJET Erie, Pa.—Granted cp to install new trans. as an alternate main trans. at main trans. site.

WBIR-AM-FM-TV Knoxville, Tenn.—Granted Mod. of licenses and cps to change name to WBIR, Inc.

KPBA Pine Bluff, Ark.—Granted mod. of cp to change type trans. and specify studio location and remote control point.

The following were granted extension of completion dates as shown: **WHOT Campbell, Ohio** to 12-31, condition; **WEOK Poughkeepsie, N. Y.** to 10-30, conditions; **WNEM-TV Bay City, Mich.** to 11-1; **WBOC-TV Salisbury, Md.** to 4-1-58.

WHFM Rochester, N. Y.—Granted extension of authority to remain silent for an additional 3 months from Sept. 1, 1957.

KLUV Haynesville, La.—Granted extension of authority to remain silent for an additional 90 days from August 30, 1957.

Actions of September 9

The following were granted extension of completion dates as shown: **WTRI Albany, N. Y.** to 4-1-58; **KETA Oklahoma City, Okla.** to 3-18-58; **KOED-TV Tulsa, Okla.** to 3-21-58; **WBUF Buffalo, N. Y.** to 1-1-58; **KSWS-TV Roswell, N. Mex.** to 12-8.

KCCC-TV Sacramento, Calif.—Granted request for cancellation of license. Call letters deleted.

Action of September 5

WWBZ Vineland, N. J.—Granted license covering change in hours of operation and installation of directional ant. for night use; conditions.

Correction to Report No. 3083, Broadcast Actions, dated September 10: Approved specification submitted by **Tulsa Bcstg. Co.** for operation of **KTVX** (ch. 8) **Tulsa, Okla.** should not have shown change of transmitter location but station and studio locations from Muskogee to near Tulsa.

UPCOMING

September

Sept. 24: Academy of Television Arts & Sciences, luncheon session, New York.

Sept. 24-26: Western Regional Conference, National Community Television Assn., Ambassador Hotel, Los Angeles.

Sept. 25: Vermont Assn. of Radio and Television Broadcasters, Burlington Country Club, Burlington, Vt.

Sept. 26: Canadian Broadcasting Corp., Board of Governors, Dept. of Veterans Affairs Bldg., Ottawa.

Sept. 26: Washington State Assn. of Broadcasters, semi-annual meeting, Wenatchee, Wash.

Sept. 27: Northwest Appliance and Television Assn., annual Profit Clinic, Benjamin Franklin Hotel, Seattle.

Sept. 27-28: Tenth District AFA Convention, Hilton Hotel, El Paso, Texas.

Sept. 28: Annual Screen Cartoonists Guild film festival, Ambassador Hotel, Los Angeles.

Sept. 30: National Assn. for Better Radio & Television, annual Listener-Viewer Institute, Chamber of Commerce Bldg., Los Angeles.

Sept. 30-Oct. 1: Illinois Broadcasters Assn., fall meeting, Abraham Lincoln Hotel, Springfield, Ill.

October

Oct. 3: North Dakota AP Broadcasting Assn., Plainsman Hotel, Williston, N. D.

Oct. 3-4: Kentucky Broadcasters Assn., Hotel Beecher, Somerset.

Oct. 4: UP Broadcasters of Kentucky, inaugural meeting, Cumberland Falls State Park, Kentucky .

NARTB CONFERENCES

Region 2 (Pa., Del., Md., W. Va., D. C., Va., N. C., S. C.)	Sept. 23-24	Grove Park Inn Asheville, N. C.
Region 5 (Minn., N. D., East S. D., Iowa, Neb., Mo.)	Oct. 10-11	Muehlebach Hotel Kansas City
Region 8 (Wash., Ore., Calif., Nev., Ariz., T. H.)	Oct. 14-15	Multnomah Hotel Portland, Ore.
Region 7 (Mountain States)	Oct. 17-18	Brown Palace Hotel, Denver
Region 6 (Kan., Okla., Texas)	Oct. 22-23	Baker Hotel Dallas
Region 3 (Fla., Ga., Ala., Miss., La., Ark., Tenn., P. R.)	Oct. 24-25	Peabody Hotel Memphis

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APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted

New station requires almost entire staff. Must be experienced. Need news man, disc jockeys, salesmen and continuity writer. News-men and disc jockeys send tape with first letter. All tapes returned. All replies confidential. Write Box 214B, B•T.

Management

Manager for new fulltime am with good potential in lower Michigan. Send resume and references to Box 352B, B•T.

Young man, experienced, plenty of potential for our sales department, who can become manager. We'll help develop your best qualities, while you learn our operation, prepare for management, all time making above average sales guarantee plus. All our managers were former salesmen, never lost a good man. John McLendon, Box 2667, Jackson, Miss.

Sales

Experienced salesman wanted by daytime kilowatt near Chicago with night time application pending. $400 monthly guarantee against 15 per cent. Protected account list and territory. Bonus plus other fringe benefits. Personal interview necessary. List age, education, experience in detail. Box 250B, B•T.

Looking for a better deal? We need experienced salesmen in southern market who would like to work in competitive situation for above average compensation plus bonus. Box 253B, B•T.

Fourth largest market on west coast needs high caliber salesman with plenty of drive. Top NBC affiliate has choice opening, for aggressive, experienced man. We do not want the hot shot. Excellent earnings and future available. Send complete resume, plus past years billing to Box 254B, B•T.

Long established dominant CBS radio affiliate in major market looking for local radio salesman with management potential as ownership expands with CBS-TV affiliation. Experience and sales desire essential. Box 260B, B•T.

Northern Illinois. Strong indie. Top money and future for sales manager who loves to sell. Box 338B, B•T.

Excellent spot with top Indiana independent for hard hitting solid producing sales manager. Box 339B, B•T.

Salesman: Capable of future management. Leading independent in Detroit. Good guarantee, plus every benefit. Box 340B, B•T.

Sales manager. Enjoyable music station. Pacific coast. Requires good selling record and top personal reputation. Clean, sharp operation. Air mail application. Will phone immediately if you sell us. Box 351B, B•T.

Washington, D. C. market's red-hot 5,000 watt fulltime independent needs aggressive young salesman. New programming zooming station to top. Name your salary, commission. $5,000 to $20,000 opportunity. Box 389B, B•T.

Opportunity for experienced salesman. Good market. Good deal. KFRO, Longview, Texas.

Experienced salesman, radio. If you are aggressive—interested in making top money in substantial market with solid radio-tv operation, we want you. Opportunity excellent for permanent man who can produce. Guarantee and commission commensurate with your ability. No others need apply. Contact Jack Chapman, KTSM Radio, El Paso, Texas.

Wanted, experienced salesman for top CBS radio affiliate. 74th market. Opportunity for excellent earnings and executive advancement. Reply Manager, WARD, Johnstown, Pa.

We need a good program director with news announcing experience. If you qualify, send tape, photo, resume of previous experience and salary requirements to Louisville's first music and news independent daytimer, WKYW, 431 West Jefferson Street, Louisville 2, Kentucky.

RADIO

Help Wanted—(Cont'd)

Announcers

Wanted immediately by Florida station, experienced announcer, good newsman, some sports, capable of producing good taped announcements. Opportunity to sell if desired. Salary open. Write or phone Joe Bauer, WINK Radio, Fort Myers, Florida.

Announcer with good voice and first class ticket. State qualifications and salary in first application. Progressive station in southeast. Reply Box 976A, B•T.

Experienced announcers for new independent, in mountains of southeast. $75.00 starting salary. One country music personality desired. Write Box 206B, B•T.

Minnesota independent wants man with some experience for straight announcing. Start $72.50. Permanent position. Send tape, photo. Box 242B, B•T.

Kilowatt independent near Chicago wants experienced staff announcer who also has beat experience gathering and writing news. Personal interview necessary. Give age, education, detailed experience in resume. Box 251B, B•T.

Growing 1000 watt central Pennsylvania news and music operation wants a versatile announcer with ambition and good sound. Salary open. Good opportunity. Box 307B, B•T.

Dee jays, professional only!! You know the top tune format success story? We use it! Can you do it? Send tape. Use one oldie, one new, four hits, double spots, triple spots, promos for station and fellow dee jays, shoot gimmick breakers, etc. Washington, D. C. Box 353B, B•T.

Rhyming intros. Wanted, dj rhymes artists names in introducing records. Midwest. Box 387B, B•T.

In the vernacular. Spinner with informal slang manner of speaking, breezy-airy. Great Lakes. Whoop-de-doo style. Happy sounding dj. Be jolly for $155 week. Midwest. Box 388B, B•T.

Glib dj. Fast-paced delivery, experienced. Call Massillon, Ohio. Temple 3-7418.

Announcer-engineer. Combination board work and maintenance. First phone. Contact Gene Ackerley, KCOW Radio, Alliance, Nebraska.

Wanted: Announcer, old station, entirely new building and equipment, 50-hour week approximately. Should be able to read and write English, handle console, play good music and deliver commercials as commercials and not time killers. We operate under the old public service school and not as a top 40 music box. Salary fair. Bert Wick, KDLR, Devils Lake, N. Dak.

Opportunity for good married staff announcer. Send resume. ABC Network. KFRO, Longview, Texas.

Have immediate opening for an announcer or announcer-salesman. Prefer man from southwest. Call or write Clint Formby, KPAN, Hereford, Texas.

Immediately! Announcer-salesman or maintenance. Start seventy-eight dollars weekly, $340 per month plus commissions, talent, extras, good housing living, phone KPRK, Livingston, Montana.

Country and western disc jockey or announcer for all western music and news station. Please no floaters, drifters, or undesirables. Some copy essential. KSOP, Salt Lake City, Utah.

Announcer for all Spanish station. Restricted permit required, first class preferred. KSPA, Santa Paula, California.

Announcer, morning shift. Experienced. Five day week. Send tape, resume, salary. Fred Epstein, KSTT, Davenport, Iowa.

Have opening for combo man, announcer-engineer. Must have experience in maintenance. Send complete details first letter. KTUE, Tulia, Texas, c/o Lee McKinney.

RADIO

Help Wanted—(Cont'd)

Announcers

Need immediately, two personality announcers, one hillbilly, one pop! Clean, new 5 kw operation. Send complete resume, tape and photo. Rex Osborne, WDOC, Prestonsburg, Ky.

Announcer, first phone, no maintenance. Must have good voice, experience. Good pay to start, additional benefits. More for right person. Excellent opportunity for qualified person only. Radio Station WEED, phone 66736, Rocky Mount, North Carolina.

Experienced-versatile announcers. Music-news indie near large metropolitan area. If you want permanency with a top notch group send full facts, tape, picture, and salary requirements in first letter. Jim Brownell, General Manager, WFIS, Fountain Inn, S. C.

Two experienced announcers. One who knows hillbilly and can work pop. Good salary and working conditions. Give all details and tape in first letter. Positions must be filled immediately. Nathan Frank, WHNC, Henderson, N. C., Phone 7136.

Wanted immediately, experienced staff announcer. Radio Station WKBC, North Wilkesboro, N. C.

Experienced announcer for dj type staff work needed now at WLEC, Sandusky, Ohio. Salary open, above average fringe benefits. If you are enthusiastic in delivery, want a solid secure situation and are presently living in or near Ohio, call Bob Hinners, Sandusky, 5170, reverse charges.

Can you read well? If so, and have friendly voice, like well balanced music, shows; prefer keeping chatter to pleasant minimum; enjoy hourly newscasts; like to do things right instead of easiest way; we would be delighted to hear from you. To save time, send along resume and tape, WMIX, Mt. Vernon, Ill.

Mature announcer with first class ticket for Michigan independent music and news format. Salary open. Send tape and resume to WOAP, Owesso, Michigan.

Wanted, experienced announcer now working within 200 mile radius of WPIC, Sharon, Pa.

Wanted urgently, country dj, 1000 watt independent, Richlands, Va. Starting salary up to $75. Send tape, resume or telephone Jack Bundy, WRIC, 450.

Our top announcer-salesman must leave us. Has average $130 weekly past three years. Are you PD caliber? A bright, mature, permanent air personality? Want to sell and service your own accounts in small, friendly, fast-growing south Florida resort area? Send tape, qualifications to WSTU, Stuart, Florida.

Announcer, experienced in all phases for 5000 watter, regional. Contact General Manager, WWHG, Hornell, New York.

Negro dj's are you working part time, or in a small town, and want big time radio with all-negro station. Write us, send tape-photo. If you're good we'll train you to be better. Prefer men now in south. Apply today, immediate opening. William Anderson, Ebony Radio, Box 2667, Jackson, Miss.

Fulltime news man with imagination. Must be willing to work. Have mobile unit and unlimited source of news. We mean business. Call Mercer King, Plaza 44464, Tuscaloosa, Alabama, at your expense.

Technical

Immediate opening, experienced 1st phone, metropolitan New York area. 6 days, 48 hours, salary $80.00. Opportunity for over-time. Box 163B B•T.

Engineer for 1 kw Kentucky daytimer. Desire thorough maintenance experience, transmitter, studio, tape, disc recording, some announcing. Salary open. Complete resume and references first letter. Box 324B, B•T.

RADIO

Help Wanted—(Cont'd)

Technical

Experienced radio transmitter engineer for Corpus Christi station. Box 331B, B•T.

Chief engineer-announcer, excellent opportunity for strong announcer, must be good on news and commercials, $100.00 weekly for right man. Box 333B, B•T.

First class engineer, console operation, maintenance. Spanish knowledge helpful. KSPA, Santa Paula, California.

Wanted—Engineer with 1st class license, combo man who can either write copy, sell or announce. Top salary commensurate with ability. WBRV Boonville, N. Y. Phone 11.

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Jobs in radio-TV-electronics are going begging. A *commercial* (not amateur) F.C.C. license is your ticket to higher pay and more interesting employment. We train you quickly—then help you find the job you want!

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The Grantham course covers all the required subject matter completely. Even though it is planned primarily to lead directly to a first class FCC license, it does this by TEACHING you electronics. Some of the subjects covered in detail are: Basic Electricity for beginners, Basic Mathematic, Ohm's and Kirchhoff's Laws, DC Circuit Analysis, Magnetism, Alternating Current. The Sine Wave, Frequency and Wavelength, Inductance, Capacitance, Impedance, Resonance, Basic Principles of Vacuum Tubes, Transistors, Principles of Amplification, Classes of Amplifiers, Vacuum Tube Circuit Analysis, Oscillators, Power Supplies, AM Transmitters and Receivers, FM Transmitters and Receivers, Antennas and Transmission Lines, Measuring Instruments, FCC Rules and Regulations, and extensive theory and mathematical calculations associated with all the above subjects explained simply and in detail.

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Correspondence training from Washington, D. C. and Hollywood, Calif. Also, resident DAY and EVENING classes held in both cities.

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821 19th Street N.W.
Washington 6, D. C.

OR

1505 N. Western Ave.
Hollywood 27, Calif.

Please send me your free booklet, telling how I can get my commercial FCC license quickly. I understand there is no obligation and no salesman will call.

Name --

Address --

City ------------------------ State -----------

I am interested in:

☐ Home Study, ☐ Resident Classes

RADIO

Help Wanted—(Cont'd)

Technical

Engineer with 1st class license. Fulltime transmitter opening. No announcing. Little or no experience accepted. 5 kw Gates equipment, insurance and hospital benefits. Send resume, references and salary requirements to Technical Director, WCHS, P. O. Box 1153, Charleston 24, W. Va.

Wanted: Chief engineer for Gates kilowatt station. Friendly small south Georgia town. Permanent position for right person who knows engineering, has fair voice and good personal habits. WCLB, Camilla, Georgia.

Combo man, first phone. Need not be best engineer-announcer but must be capable of fitting into congenial organization. Wonderful climate. Near beaches. Write or phone Alden Baker, WGAI, Elizabeth City, N. C.

Engineer, Radio and television. Young man, first phone, ambitious, with small station experience and electronic flair, technical school or equivalent background preferred; married; veteran; stable and dependable, with good references; one who wants a permanent berth. Scale starts at $80 for 40 hours. Salary commensurate with experience and ability. No announcing. Write or phone W. P. Williamson, WKBN, Youngstown, Ohio. Sterling 2-1145.

Need immediately, chief engineer for 250 watter at WNBT, Wellsboro, Pa. Combination man preferred, even without much experience. Write at once to John Fay, Box 466, St. Marys, Pa.

First class engineer needed immediately. Some announcing valuable but not necessary. Call, write or wire, WPLY, Plymouth, Wis. TWinbrook 3-2661.

WTIM, Taylorville, Illinois, needs a man with first class ticket. No announcing, no maintenance. $1.60 per hour, two weeks paid vacation. Wire collect giving phone number.

First phone man to combine either announcing or selling with maintenance work. Working conditions ideal. WWWF, Fayette, Ala.

Broadcast engineer, $370-$476, inquire Personnel Office, City Hall, Atlanta, Georgia.

Production-Programming, Others

News director, for live-wire news department in major north central market. Must have previous experience in same capacity, be a top-flight **newscaster, thoroughly experienced** in local **reporting, etc., and able to direct** other news **personnel. An unusual opportunity.** Reply in **confidence, giving detailed** previous experience, **salaries, when available, and** attach small photo. **Box 216B, B•T.**

Newsman-experienced. Gather, write, broadcast news. Top-rated midwest indie. Send tape, photo, background. Box 231B, B•T.

Continuity girl who can write good, clean, selling copy. Send samples, photo, background. Box 232B, B•T.

Ohio station needs top-notch program director capable of doing air work. Must have previous PD experience. Send full information about yourself and tape, audition. Box 236B, B•T.

Wanted: Program director-chief announcer for a 1000 watt independent in city of 11,000 in southwest. Should be experienced radio man with knowledge of music, news, sports and programming ideas. Car necessary. Salary open. Some talent fees. Send full information, photo, tape and references to Box 258B, B•T.

Wanted: Program director with news experience for 1 kw daytimer in Piedmont area North Carolina. Send resume and tape. Box 319B, B•T.

Expanding 5 kw midwest station seeking production manager to coordinate program department, supervise announcers, do some air work. Box 391B, B•T.

Copywriters: One for radio one for tv. Excellent opportunity with Montana's oldest established station. Only top calibre applicants considered. Top salary, profit sharing, two weeks vacation, excellent working conditions. Openings are immediate. Contact Mr. Spahr, Asst. Mgr. KFBB, Great Falls, Montana. No collect calls.

Wanted: newsman—Accent on local news and sports. Likeable working conditions, KMMO, Marshall, Missouri.

Immediate opening. Head radio continuity. Man or woman. Only qualified answer, please. Bill Frosch, WISH, Indianapolis.

RADIO

Help Wanted—(Cont'd)

Production-Programming, Others

Wanted-aggressive newsman to write, edit and deliver strong local news. Mobile unit available. Beginners with ability considered. Write resumes, tape and photo to Manager, KORC, Mineral Wells, Texas. State salary desired.

Immediate opening for radio home economics air work and some writing. Good salary, month vacation and other benefits. Degree required. Send complete information, audition tape to Ken Thomas, KSAC, Kansas State College, Manhattan, Kansas.

This top rated independent needs hard working staff man for fast pace production operation. Excellent working conditions with extra benefits. Top salary for right man plus talents. Send background, resume, photo, salary requirements and audition to Ed Holliday, Radio Station WOKK, Meridian, Miss.

RADIO

Situations Wanted

Management

Presently employed as manager, chief engineer, salesman, announcer and porter. Would like to move on after six years. Have increased station revenue here. Details by mail. Box 268B, B•T.

14 years experience as newscaster and night manager with largest independent station in metropolitan New York. Looking for permanent position as assistant manager or program director. Eastern states preferred. Box 328B, B•T.

Announcers

Rock & Roll—jazz dj, news. Now employed in **million market. First rated** experienced **negro** with first phone. Box 152B, B•T.

Sports announcer. Football, basketball, baseball. 7 years experience. Finest references. Box 974A, B•T.

Dee jay, personality. Run board, restr. ticket. Likes work. Looking for spot to grow in. Go anywhere. Tapes and resume. Box 991A, B•T.

Gal dee-jay, run board, double as receptionist if needed. Plenty of ideas to grab audience. Tape and resume. Box 992A, B•T.

Negro dee-jay. Good board man, fast patter, smooth production. I'm the one you're looking for. Tape and resume. Box 112B, B•T.

Top negro dj. Now in top market. Highly experienced all phases. Great job for great station. Box 151B, B•T.

Experienced, married announcer, versatile, college, non-drinker, presently employed, first phone—Jan. Box 269B, B•T.

Experienced engineer, polished announcer desires combo position with serious music station, fm or am, metropolitan area. Box 316B, B•T.

Experienced announcer, college degree, single, veteran. Experienced production and promotion. Box 317B, B•T.

Area's top dj, 24, single, draft exempt, college grad, 4 years experience radio-tv, strong commercial, news and sports. Presently employed by top station, excellent references, reliable, ambitious, looking for new opportunities, thoroughly experienced in all phases of station operation. Resume and photo available, desire personal interview, will consider all replies. Box 318B, B•T.

DJ-announcer, presently employed, prefer independent operation, 1st phone. Box 329B, B•T.

Colored dj combo man. Experienced on console. 3 years experience. Non drinker. 3rd class ticket. Deep resonant voice. Good diction, delivery. Can handle news. Can mimic several voices and dialects in conversation. High school grad, some college. Sell own accounts, handle remotes. Will go anywhere to better position. Want permanent position, no floater. Tapes, resume upon request. Box 335B, B•T.

Attention, fast moving station. Experienced announcer in sports play-by-play, news, sales, dj work. Will travel. Married. Prefer college town but consider other locations. BA Degree, available immediately. Box 336B, B•T.

Announcer, newscaster, dj experienced. Locale unimportant if future and salary lucrative. Box 337B, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Sports announcer: College graduate 24 years old, former army officer, married, 5 years radio experience as sports director, play-by-play announcer, and newscaster. FCC permit, 2 years organized baseball experience. Athletic director 2 years in Europe. Box 341B, B•T.

Announcer-dj, desires permanent job on west coast. Now Portland market. Box 342B, B•T.

Personality-dj, now working in major market of 4 million. First-phone, will travel if price is right. Vet, 24. Box 345B, B•T.

Experienced announcer, 1st phone, wants position in north-west. State salary. Box 347B, B•T.

Mature announcer wants opportunity with progressive station in east. Box 349B, B•T.

Hot OP dj wants change, indie only. 1 and 2 for nine years in 3 big markets. $150.00 per. Write Box 357B, B•T.

Young, blind street musician, born in Vermont 24 years ago, seeks position with radio station as disc jockey. Two years high school education in addition to Perking School for the Blind and Cambridge School of Radio and Television. American Foundation for the Blind has supplied reading glasses which give sufficient independence to stand at mike. Interested mainly in doing country disc jockey show. Box 359B, B•T.

Announcer, music, news, commercials; experienced. Tape available. Prefers competitive market. Box 360B, B•T.

Available now New York area only. Freelance, news, sports, special events, film, commentator, editor, writer. Radio-tv. Executive type. Presently with major network in New York City, has free time for work in New York, Connecticut, New Jersey, Pennsylvania. Many years in field in USA and abroad. Box 361B, B•T.

Announcer-dj, desires position with progressive station in Delaware, Virginia or Maryland. All offers considered. Experienced, dependable, conscientous. Excellent references. Presently employed. Box 366B, B•T.

Calling all stations! East, west, north, south! Looking for announcer's job with future. Ready and willing to learn all phases of station operation. Have advertising agency experience in copywriting. Hours and salary secondary to professional experience. Have tape or record, photo, at request. Box 367B, B•T.

Deep resonant voiced announcer with working knowledge of the business. Serious, getting married in December. Prefer news, commercials, dj. Available immediately. Box 368B, B•T.

Seeking job as staff announcer radio-tv. Thoroughly trained. Live commercial experience. Pleasing voice, personality. Tape available. Box 369B, B•T.

Dynamic husband-wife team. Can offer you any combination of two announcers, first and third tickets, two copy-writers, assistant program director, stenographer, sales. Experienced. Available in January. Best offer gets this money-making combination. Box 370B, B•T.

Available October 1, sportscaster, three years play-by-play-color Big Ten football. Central-southern Florida preferred. Reply Box 372B, B•T.

Top country-western dj. Staff. Guitar. Third. Thoroughly experienced. Box 373B, B•T.

Announcer: Would like to settle in midwest. 24 years old, married, veteran. Have 4 years experience with records, news, sportscasts and tv announcing. Box 382B, B•T.

Negro dj, 26 years, married. Stable, three years experience. Can supply best references. Trained in Storz programming. Strong on news ad lib, want to get ahead. Midwest, north preferred, no deep south. Tape and resume on request. $100 minimum, am worth it. Box 394B, B•T.

2 announcers. Both studying for first phone. Both versatile, reliable, hard working, competitive, good voices. 1 with 2 years experience, 1 short on experience. Both veterans. Opportunity more important than starting salary. Phone National 2-1672 or write 4914 Oakdale, Chicago 41.

Stop! Will a competent broadcasting school graduate meet your requirements? Contact Parker Gronwold, 1338 Marenge Ave., Forest Park, Illinois.

RADIO

Situations Wanted—(Cont'd)

Announcers

Staff announcer. All staff duties. Married, experienced, Helder, #1—West 7th Street, Frederick, Maryland, Monument 2-4331 after 4 P. M.

Top country and rhythm and blues dee jay—available immediately. Fast, breezy, program, good adlib, with rural appeal. I do not have a 1st ticket. Contact Jack Moshier, 1109 Wayne Avenue, Dayton, Ohio.

Staff announcer, 26, available immediately, specializes in all sports, operate console, has tape, 3rd class, desires permanent position. Larry Myers, Loveland, Colorado.

Girl staff announcer, continuity, traffic, board, newscast. All staff duties. Helen Rose, 737 11th Street, N.W., Washington, D. C.

Experienced announcer-dj, twenty-one months with top rated tristate indie, desires affiliation with progressive station in medium market. Presently employed, smooth, sincere delivery, solid background including tv, operate board, 3rd phone. Married, vet, have car, Cris Rogers, 511 North 25th Street, Middlesboro, Kentucky. Phone 576.

Experienced staff announcer. 26, married, veteran. Prefer state of Wisconsin. Norman Smith, Route 3, Box 335, Vienna, Virginia, Jefferson 2-0046.

Five years radio, third class, married, college. Needs job now. Wally Wagner, 604 East 20th. Jasper, Alabama.

Desire Texas or Oklahoma for personal reasons. 14 years experience with western-country and pop personality shows. Nodrifter. Have worked at only 3 stations in 14 years. References galore. Excellent early morning man. Multi voices. Have first phone. Write, wire or call, Bostick Wester, KBAB Radio, Town and Country Hotel, San Diego, California.

Top notch disc jockey and sportsman desires to relocate in metropolitan market on east coast, preferably Washington, Baltimore, Philadelphia, or New York. Presently have top-rated morning show in Savannah, Georgia. Play-by-play all sports both live and recreated. Top ratings can be yours. Salary minimum $500.00 monthly. Contract basis only. Ten years experience all phases, married and three children. If interested in top ratings and who isn't in radio, write Box 395B, B•T.

Technical

Engineer-announcer experienced available soon. Box 376B, B•T.

Chief engineer, want larger station or tv. Box 384B, B•T.

First phone men available. Contact Grantham School, 1505 N. Western Avenue, Hollywood, California.

Production-Programming, Others

Experienced girl Friday available for small radio or tv station. Can do copy, traffic, air work, take dictation, have car, single. Veteran. 32. Box 286B, B•T.

5,000 watt news director wants to learn more in top news station. Salary no object. Box 323B, B•T.

Employed, want program directorship, family, 5 years radio, 2 television. Box 326B, B•T.

Valuable air woman, over ten years experience. No prima donna or phoney. Community-client-air liaison produces results. Target: Sound professional climate, lively market, interesting potential. Box 348B, B•T.

Trouble shooting team. Will make your music-news operation top rated station in your market within six months. This service provides PD, copywriter, two top rated dj shows daily. Our background assures success. $355.00 weekly. For details write Box 355B, B•T.

Classical music is my line. Past four years program director of one of nation's largest classical music stations. 18 years radio experience: announcing, programming, production, promotion, sales and management. Two years manager of one of nation's outstanding symphony orchestras. Box 392B, B•T.

FOR SALE—
TWO STATIONS
IN FAR WEST

STATION 1—250 w full time in city of 35,000. Price $150,000 with terms available. Receivables of $20,000 go to buyer. Studio and transmitter rental $150 monthly. Station grossing at more than $130,000 rate and netting in excess of $40,000 to present owners.

STATION 2—5 kw daytimer with 1 kw at night available, in city of 5,000. Price $75,000 but will consider less with substantial down payment. Approximately $7,000 in accounts receivable goes to buyer. Station grossing at $65,000 rate. Studio rental $100 per month. Exceptional economical operation in good market.

ALLEN KANDER
AND COMPANY

Negotiators for the Purchase and Sale of Radio and Television Stations

WASHINGTON
1625 Eye Street, N.W. National 8-1990

NEW YORK
60 East 42nd Street Murray Hill 7-4242

CHICAGO
35 East Wacker Drive Randolph 6-6760

RADIO

Situations Wanted—(Cont'd)

Production-Programming, Others

If there are ten music-news indies in your market and you want top spot, allow me to put ten years of hot OP experience to work for you as PD. $160.00 weekly. Write Box 356B, B•T.

Copywriter with AB Degree, I've brought top results often. Top salary required. Box 364B, B•T.

TELEVISION

Help Wanted

Announcers

Two live and booth announcers wanted for new NBC-ABC station opening in late October. Send full details, picture and tape to Box 379B, B•T.

Technical

Wanted-operator with first class license for radio-television operation. No experience. No announcing. Good working conditions. Located north central area. Box 294B, B•T.

Two engineers needed by gulf coast vhf. Box 330B, B•T.

Immediate opening for engineer with 1st phone license. Salary based on experience. Leading Kansas station, film and live color. Contact R. V. Goyette, KARD-TV, Wichita, Kansas.

Immediate opening engineer with first phone license. Expanding schedule. Excellent salary based on experience and ability. Permanent position. Send resume, references and photo first letter. Chief Engineer, KKTV, Colorado Springs, Colorado.

2 engineers with 1st class licenses. Fulltime studio control room openings. RCA equipment at maximum power station. Insurance and hospital benefits. Send resume, references and salary requirements to Technical Director, WCHS-TV, P. O. Box 1153, Charleston 24, W. Va.

Television engineer opening exists in our engineering department for experienced man or recent television school graduate. New building, 40 hour week, time and one-half for all over 40 hours, air-conditioned operating spaces, 5 holidays per year, paid vacation and excellent living conditions. Contact Chief Engineer, WFMY-TV, Greensboro, N. C.

We have an opening for an experienced engineer due to expansion of our facilities. Contact Chief Engineer, WJBF, Augusta, Ga.

Television engineer. Immediate opening for experienced engineer with first phone. Contact H. E. Barg, 1015 N. Sixth Street, Milwaukee, Wisconsin.

Production-Programming, Others

Director-announcer seeking advancement opportunity. Need man capable of assuming operation-management now and moving up to manager's assistant in sales promotion, etc., if he can deliver. Excellent opportunity. Southwest. Send resume, recent snap shot, present salary to Box 277B, B•T.

TELEVISION

Situations Wanted

Management

Nine years television experience. Administrative and sales management. BA Degree, 34, family, proven record. Box 289B, B•T. for complete resume. Desire move within ninty days.

Sales

Salesman. Need someone who will work? Ten years radio/tv, sales and sales management. Family. Thirties. Stable. Good record, good references. Resume. Box 374B, B•T.

Announcers

Ten years play-by-play college-high school football-basketball and minor league baseball. 13 years radio. 2 years tv sports shows, football films, panel and variety shows. Desire radio-tv combo with sports schedule. Excellent references. Married. Employed. Box 239B, B•T.

RADIO

Situations Wanted—(Cont'd)

Announcers

Talented young man with highly successful children's tv show, plenty of experience in this field—consistently outrated network competition, many commercial success stories, would like move to larger market. Industrious, loyal, references, resume available. Box 321B, B•T.

Happy with but not married to present job. One-man package, consisting of news director-caster, weatherman, and announcer (all top accounts), is looking for a home. 7 years radio, 4 years tv. Sincere, believable presentation. Pleasant, authoritative voice. Family. Consider any real opportunity in major east coast market if money guarantee is right. Box 332B, B•T.

Experienced announcer, 2 years tv, 3 years radio, wants TV. Staff, sports, production. Married, 27, tape, photo, resume. Box 350B, B•T.

Sportscaster, 6 years commercial tv. Experienced film production, editing local, state sports. 10 years present location. Ripe for change with future at right financial return. Box 378B, B•T.

Technical

Engineer, 8 years experience, 2 years DuMont studio and transmitter, 6 years RCA studio monochrome and color, 3 years at key net station. Box 334B, B•T.

1st phone, 5 years am-fm-tv desires position in Florida in radio or television. Married and reliable. Box 354B, B•T.

Experienced tv transmitter engineer desires position preferable in southeastern U. S. Reliable family man experienced both uhf and vhf studio and transmitters. Box 380B, B•T.

Production-Programming, Others

Director. Two years experience. "Can give high quality productions with low cost know how, can handle local commercial spots with variety and care, a very good imagination with the ability to put it to good use." Box 804A, B•T.

For hire: Character, ability, experience, personality. Producer-actress-writer-director with long experience every phase show business. Ten years top network tv New York and Hollywood. Top awards for production. Educated, cultured, attractive, smart. Looking for future management level with television/radio station, advertising agency or public relations firm. Can be gold-mine for progressive organization desiring quality and creativeness. Box 117B, B•T.

Continuity director with traffic, promotion, art experience desires permanent position in southwest. Arizona, Nevada, New Mexico preferred. Single, college, presently employed. Box 229B, B•T.

What's new, your major am-tv market will know if I'm your news editor or director. English degrees, resonant voice, familiar all news techniques. Box 308B, B•T.

Producer-director. PD experience. 3 years tv, college grad, single, 27, veteran. Box 315B, B•T.

SRT program-production grad, some writing news, fiction, secretarial, female—what have you? Box 381B, B•T.

Experienced program director—versed in all phases of television, available September 15. Non-drinker, college man, married, 5½ years experience television. Box 385B, B•T.

Sales. Extensive contacts ad agencies, tv, radio, film. Thorough knowledge all phases programming. Personable, good mixer, mature, executive type who inspires respect, confidence of top brass. Box 393B, B•T.

FOR SALE

Stations

500 watt daytime independent station in California one-station town. Asking $35,000.00 with $20,000.00 down. Must sell. Box 301B, B•T.

Florida! East coast city. 250 w full time. Excellent equipment with good signal in attractive booming market. Price $165,000. Half down. $12,000 in net quick included. Box 363B, B•T.

Daytime kw independent in warm, sunny winter resort area. Ideal for experienced broadcaster who wants to enjoy life while making a good living. In black and billings increasing daily. $75,000 full price. Terms to suit buyer. Write Box 390B, B•T.

FOR SALE

Stations—(Cont'd)

Florida small market station. $35,000. Terms. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Carolina single station market station including physical plant, $45,000 total, half financed. Paul H. Chapman Company, 84 Peachtree, Atlanta.

Metropolitan market, small, in booming southwest. $150,000. Paul H. Chapman Company, 84 Peachtree, Atlanta or 17 East 48th, New York.

California 24 hour kilowatt metropolitan independent $65,000.00 down. Terms. Wilt Gunzendorfer and Associates, 8630 W. Olympic, Los Angeles, California.

Norman & Norman, Inc., 510 Security Bldg., Davenport, Iowa. Sales, purchases. appraisals, handled with care and discretion. Experienced. Former radio and television owners and operators.

Write now for our free bulletin of outstanding radio and tv buys throughout the United States. Jack L. Stoll & Associates, 6381 Hollywood Blvd., Los Angeles, Calif.

Equipment

For sale: 12 kw GE uhf transmitter, frequency modulation monitor. Unusual opportunity. Box 734G, B•T.

UHF equipment, used. I kw GE transmitter, GE TY-24-B helical 4-bay antenna and all studio and transmitter equipment necessary for live, film and network operation. Very reasonable. Box 946A, B•T.

Presto tape recorder—Includes tape transport mechanism, type 900 R-1, serial #152 amplifier type 900A-2, serial #732 in portable cases. Box 283B, B•T.

Retma Sync generator. 14" rack mount. Good condition. First $875. Box 322B, B•T.

4-bay General Electric fm antenna. Box 325B, B•T.

1 kilowatt UHF tv transmitter complete visual and aural in perfect condition, with transmitter control console. Diplexers, filterplexers, frequency and modulation monitors and antenna. All you need to go on the air are film projectors, vidicon camera, and sync generator. Will install and guarantee operation. Best price will get it. Make an offer. Box 358B, B•T.

Ampex model 400 portable, presently in operation at professional recording studio. Best offer over $400.00. Box 365B, B•T.

869-B rectifier tubes, new Government surplus in original cartons guaranteed. Only $45.00 each. Box 371B, B•T.

Three Blaw-Knox type CN self supporting towers 200 ft. overall including complete lighting on each. Towers now standing. Also available antenna tuning units for same. Make offer. WHIS, Bluefield, West Virginia.

1 Gates RCM12 remote control system complete. WMTA, Central City, Kentucky.

WANTED TO BUY

Stations

Principal interested in medium sized stations in midwest. Give complete details as to gross, net, price, terms, etc. Strict confidence respected. Box 228B, B•T.

Would like to invest in existing or proposed radio station and participate actively. Background covers all phases of radio, tv. Box 290B, B•T.

Radio station wanted with annual sales of $100,000-$300,000 by responsible, well-financed individual. East or midwest. Box 327B, B•T.

Sales manager, 10 years solid experience. Has enough personal capital for operating funds, interested leasing radio property, option to purchase. Box 375B, B•T.

Radio executive will buy one or two small New England stations. No brokers. Offers strictly confidential and acknowledged. B. D. Caster, Box 507, Madison, Conn.

Stations wanted. Texas, New Mexico, Colorado, Missouri, Kansas, Arkansas, Louisiana, Oklahoma. Ralph Erwin. Broker, Tulsa.

Stations wanted now! Not interested in your gross receipts or your net profits or your private life. If the station has a market and a signal, please holler at me now. Ralph Erwin. Broker. Tulsa.

Stations wanted. Private, conservative service to station owners. Ralph Erwin. Broker. 1443 South Trenton, Tulsa.

WANTED TO BUY

Stations—(Cont'd)

Stations wanted. Sold: 60% of all the AM stations offered by this agency since its establishment. Ralph Erwin. Broker, 1443 South Trenton, Tulsa.

Radio station grossing from $80,000 to $100,000 in south, southwest or Pacific coast. Radio and News, Inc., Box 128, Sweetwater, Texas.

Equipment

Need low priced, used 250 or kilowatt radio transmitter and all studio equipment. Box 344B, B•T.

Wanted: RCA BQ-1A turntables (2), which play only 33 and 45 microgroove. Chief Engineer, WFBR, Baltimore 2, Md.

Wanted: Portable sync generator. Prefer RCA but will consider any make. Give complete information and price. WHIS-TV, Bluefield, West Virginia.

INSTRUCTION

FCC first phone preparation by correspondence or in resident classes. Our schools are located in Hollywood, California and Washington, D. C. For free booklet, write Grantham School, Desk B2, 821-19th Street, N. W., Washington, D. C.

FCC first phone license in six weeks. Guaranteed instruction by master teacher. Phone FLeetwood 2-2733. Elkins Radio License School, 3605 Regent Drive, Dallas, Texas.

MISCELLANEOUS

Wanted! Stories, biographies, and photos of gospel singing groups, gospel music dee-jays, from your station for publication in "Who's Who in Gospel Singing." No charge! Gospel Singing Director, 536½ Broad Street, Gadsden, Alabama.

RADIO

HELP WANTED

Announcers

ATTENTION

MONEY MAD DJ'S

With a uranium mine in the family, we've got money. Would like to share same with you if you are an outstanding personality dj with excellent rating in your present market. Send air check of disc show and newscast. Make it exciting, our checks are.

In addition to uranium and money, we also own radio and tv stations in seven markets. Let's hear from you today. Box 386B, B•T.

WANTED—ANNOUNCER

An opportunity for an experienced announcer to handle important morning programming. Considerable creative skill and commercial ability required. Send resume of background and experience with audition tape and photograph to Vernon A. Nolte, WJBC, Bloomington Illinois.

RADIO

Situations Wanted

Announcers

TOP AREA WAKER UPPER

Entertainer and informer who can also handle midmorning and afternoon spots —12 year DJ desires change—Competitive market only

Box 362B, B•T.

BOB JONES OF
"GROANS BY JONES"
Popular morning show for years
Available!
11 Branch Court Tel. No.
Greensboro, N. C. BR 5-7625

Production-Programming, Others

HI!

Here's a music show that's rated tops in a big market without using all rock and roll. Just good programming. Interested?

Box 346B, B•T.

TELEVISION

Help Wanted

Sales

WANTED: Salesman and saleswoman for new UHF Television Station, WOWL-TV, Channel 15, Florence, Alabama. Guaranteed draw and commission. Conversions going fast in UHF island. Right man has the opportunity to be commercial manager, assistant manager and even manager. Modern plant facilities, excellent communities in which to live. Send all information air mail including experience, picture and minimum draw required. Experience not nearly as necessary as basic ability, enthusiasm energy and drive.

DICK BIDDLE
P. O. Box 634
Florence, Alabama

TELEVISION WRITER

VanSant-Dugdale, long established 4-A Baltimore Advertising Agency of 100 people needs a writer for growing TV-Radio Department. He must be experienced in commercial writing, able to develop ideas and write with a minimum of supervsion. Work involves live and film TV and radio. Salary open, profit-sharing, retirement plan, life insurance. If you qualify send resume, including salary requirement, to Robert V. Walsh, Director of Radio-TV, 15 E. Fayette Street, Baltimore 2, Maryland.

FOR SALE

Equipment

TAPE RECORDERS
All Professional Makes
New—Used—Trades
Supplies—Parts—Accessories
STEFFEN ELECTRO ART CO.
4405 W. North Avenue
Milwaukee 8, Wisc.
Hilltop 4-2715
America's Tape Recorder Specialists

WANTED TO BUY

Equipment

WANTED—750′-800′ guyed tower

3 or 10 KW FM transmitter

3⅛-6⅛ transmission line

Cash waiting

WLNA—Peekskill, New York

EMPLOYMENT SERVICE

BROADCASTERS EXECUTIVE PLACEMENT SERVICE
CONFIDENTIAL CONTACT
NATIONWIDE SERVICE
HOWARD S. FRAZIER, INC.
724 FOURTEENTH STREET, N. W.
WASHINGTON 5, D. C.

INSTRUCTION

96% OF ALL GRADUATES OFFERED POSITIONS IN RADIO OR TV!

Courses in Announcing, Acting, Writing, Production. 1 year of intensive training. Founded in 1934. Professional teachers with national network background. Term starts September 26th.

NATIONAL ACADEMY OF BROADCASTING
1736 Wisconsin Ave., N.W. Wash., D. C.
Dept. B

NO MATTER HOW

you look at it, a classified ad on this page is your best bet in getting top-flight personnel.

SPOT IN '57 TO REACH $660 MILLION

- **SRA says $460 million expected in tv, $200 million in radio**
- **Webb reports healthy business conditions in B•T interview**

Station Representatives Assn. this week celebrates its 10th anniversary. To find out what it has accomplished, what its objectives are, what its position is on important business questions—and to appraise the state of spot radio and television as a whole—B•T invited Lawrence Webb, managing director of SRA (formerly known as National Assn. of Radio & Television Station Representatives), to participate in a tape-recorded interview. Here are the questions and his answers.

Q: Sept. 26 marks the 10th anniversary of Station Representatives Assn. Tell us what SRA stands for? Why was the association formed? What has the association accomplished in the last ten years?

A B•T INTERVIEW

A: SRA was founded by a group of radio (which now includes television) station representative firms on Sept. 26, 1947, to do all things necessary and proper to encourage and promote the customs and practices which will strengthen and maintain the ability of its members to serve the stations represented by them, the broadcasting industry, and the public; to foster and promote the development of non-network radio (and now television) advertising; and to gather and disseminate information about radio and tv broadcasting and the advertising industry, which will be useful to its members and enlightening to the public.

Q: How many radio and tv station representative firms are members of SRA?

A: There are now 21 radio and tv representative firms who are members of the association.

Q: How does a radio or tv representative firm become a member of SRA?

A: By action of the board of directors, or a vote of the entire membership of the association.

Q: What percentage of the national radio and tv spot business is placed by member firms of SRA?

A: The exact percentage is not known, but judging from the number of stations represented by member firms in the important marketing areas, it is estimated that member firms of SRA account for approximately 60% of the total national spot business.

Q: How does SRA define spot radio and/or television? In other words, what do you mean by spot?

A: Spot radio and/or television is defined as the use of local radio or tv to the fullest extent an advertiser can use it, including every market in the country, or only those markets where the advertiser's distribution and sales problems call for special advertising support. Spot radio or television allows advertisers to pick the markets, the times, the stations, and the local personalities who will do the most productive selling job possible.

Spot radio or television has one tremendous advantage over other media, because of the flexibility and, above all, the immediacy of the radio-tv. Such features, coupled with the fact that you can prove you get results from the sales.

Q: Just what is the situation in national spot? Maybe we'd better consider radio first.

A: Spot radio is good. The estimated figures for 1957, which have just been released for the first six months, total $95,401,000. Sales for the same period in 1956 were estimated at $69,215,000. That represents a 1957 gain of 37.9%

Q: Do you have figures for '55?

A: We do not have figures for the first six months of 1955, but for the year 1955 we know total spot radio sales were $120,400,000. That, of course, is national spot radio.

Q: In the first half of this year you are almost up to, or better than three-fourths of the way toward the full year '55 in spot radio?

A: That's right. Please remember, these are estimated figures for the years 1956 and 1957. They are not official FCC figures. These are the figures compiled for SRA by Price Waterhouse Co. from information submitted to Price Waterhouse by the member firms of SRA.

Q: What does your estimate show for the entire year of 1957?

A: We have estimated total spot radio sales at $200 million for 1957. If the last six months turn out as well as the first six months, we are not going to miss the $200 million mark very far. We may even exceed that figure.

Q: This will be the best year you have ever had, won't it?

A: Yes.

Q: What's the highest, $150 million?

A: On an estimated basis, the sales for 1956 were $149,921,000. Officially, 1948 was the biggest year, when total sales were $134 million, according to FCC figures.

Q: And spot television . . . how's it going?

A: As you know, the television figures are released by TvB, but for the year 1957 we have estimated that spot television will do $460 million. For the first six months of this year, total tv spot is estimated at $235.8 million, according to the information released by TvB.

Q: That is ahead of the same period last year, isn't it?

A: Yes. By approximately, 16%, if I am not mistaken.

Q: How do you account for radio's increase in spot? Why do you think it's so much bigger this year than it was the year before, and the year before that?

A: Well, I think it can be summed up by saying that advertisers have rediscovered the selling power of spot radio. With the tremendous out-of-home listening, spot radio delivers an audience for the advertiser at a cost-per-thousand that cannot be matched by any other medium.

Q: By out-of-home listening, do you mean automobiles?

A: Automobiles and portable radios. I don't know who coined the phrase, but "wherever you go there's radio" is a fact. One member firm of SRA recently pointed out to advertisers that radio is now taking the place of billboards. Perhaps you have read the presentation pointing up this fact. I am sure you will find a great deal more of such information in the months to come, because radio is truly a great outdoor medium of advertising. Our greatest problem at the moment is finding the proper way to measure the tremendous out-of-home audience. But we will find a way.

Q: At least one newspaper and at least one television network say that there is a softness in the television market. Do you find that true in spot television?

A: In general, no. The story which was released by the newspaper was wrong, insofar as spot tv is concerned. Had they gone into detail, they would have discovered that spot television was not down over last year. They were talking primarily about the networks, and I am sure even the networks will prove the story was wrong before the year is over. But there's probably no question that some markets . . . and this is true in radio . . . in some of your smaller markets there is, to use an often misused word—softness—in radio as well as television. That's primarily true in some of your newer tv markets. They are not generally classified as major markets.

Q: You don't think that there's any slackening in television spot buying?

A. No. As a matter of fact, buying in spot television has increased. There are many new spot campaigns under way, and I feel sure spot tv will reach the estimated $460 million figure. Advertisers are finding new and better ways to make spot tv advertising work for them.

Q: You said advertisers are finding new ways of using spot. Is there anything specific you would like to talk about?

A: Advertisers are finding new ways to make half-hour spot programs work for them, and they are finding new ways to promote spot buys in the different markets throughout the country. There have been some exceptional promotion campaigns for spot buys, which have greatly increased the value of tv spot advertising for the client.

Please let me point out that I do not mean to indicate that network television is not a good buy for some advertisers. But there are many, many advertisers who can use spot television to a greater advantage, depending on their market situation and the products which they are selling.

Advertisers are finding new ways to promote their spot buys in the different markets. They have come up with new merchandising slants and gimmicks which not only increase the audience of the program, but also they are able to promote it to their distributors and their local dealers.

Q: There appears to be some pressure by advertisers against the 52-week contract in network buys. Is there any indication of that type of pressure so far as spot is concerned?

A: To my knowledge, the answer is no. Ordinarily advertisers can buy spot on as small as a 13-week basis. Of course, if they're buying a syndicated program, then the time deal with the station generally goes along with the commitment which the advertiser or the station has made for a syndicated program. I think you'll find the minimum is 26 weeks on a syndicated basis.

Q: Carrying that just a little further, if a station buys a program from a syndicator, sells it to the advertiser, and if he had bought it for, say, a full year . . . does he insist on the advertiser taking it for a full year?

A: If the station buys a program from a syndicator, he's going to try to sell it to one advertiser, but he does not insist that one advertiser take it for 52 weeks. He can sell it to one advertiser for 26 weeks and, if at the end of such period the advertiser does not renew, the program can be sold to other advertisers.

Q: But like a network, wouldn't the station prefer a 52-week contract with one advertiser?

A: Of course.

Q: You said earlier that television network was still a good buy for some advertisers. Would you tell our readers why advertisers should buy spot?

A: The biggest advantage of spot is the versatility and the flexibility of the medium, whether it be radio or television. The advertiser gets better sales results and, after all, the greatest thing he has to consider is whether or not the advertising medium will sell his merchandise. If it doesn't, he isn't going to use it. That's why spot television and spot radio will continue to show increases, because they *will* sell merchandise.

Q: What is the average station lineup for spot buys today? Is it bigger today than it was in past years?

A: Yes. Many advertisers not only are buying the top markets, they are buying also the secondary markets—markets over the 100 classification. However, the largest gains are shown in the top 25 or 50 markets.

Q: By big gains, do you mean frequency?

A: Increases in frequency will add up to increases in dollar volume for any market.

Q: What you're saying is that spot business has increased tremendously for top markets but not much for the smaller, secondary markets?

A: That's right.

Q: What can the stations in the secondary market do about it? Is there anything that these stations initially can do to increase their billings more?

A: In trying to answer the question, you must consider the problems of the advertiser, whether or not he has distribution in such markets. If his product is available, is it a problem spot for his product. He may have bad or no distribution. He may have a bad dealer setup. Some stations have been very successful in working with advertisers in helping them solve their problems, and as a result more advertising dollars are being spent in their markets. Of course, stations must constantly try to improve the quality of *their* product—their programming—which makes it more attractive as an advertising medium.

Q: Is any consideration given to the regional advertisers who are the most likely prospects for the secondary markets?

A: Yes. In that respect a lot of the selling to regional accounts directly is done by the station as well as the station's national representative. Member firms of SRA do a lot of work with regional advertisers. The representatives' regional offices—in Detroit,

'Cutting rates will not increase a station's audience.'

Atlanta, Dallas, Houston, on the West Coast—are constantly selling spot radio and tv to the regional advertiser.

Q: In radio the early morning, noon and late afternoon periods are going well. What are the other periods of the day doing?

A: So far as nighttime radio is concerned, it looks much better. As a matter of fact, in some of your top markets nighttime radio is becoming as hot as the other segments of the day.

Q: In major cities?

A: Yes. For example, I am told that it is difficult to buy spot radio in Los Angeles at any time on the better stations.

Q: Is there any particular reason why this should happen in Los Angeles, and not in Chicago or New York?

A: I think it can be attributed to the outstanding job of programming which they are doing. In the past, many stations have relied too heavily on networks to program their evening hours in radio, and they've done rather a bad job of it. Networks have not concentrated on programming for radio at night. It is beginning to dawn on stations that if they're going to sell nighttime, they must program it themselves. And many stations are doing a good job of it. Ratings prove they have a nighttime audience and, as a result, advertisers will buy.

Q: What program formats are proving most successful at night?

A: Generally a news and music format, a program format which even the networks have been using quite extensively, but not with the same results.

Q: You mean the stations are doing it better than the networks?

A: Yes. Networks will never be able to replace local personalities —the people who really sell the merchandise for the advertiser.

Q: There seems to be some difference of opinion among rep firms as to whether the move to expand nighttime activities should be (1) to reduce rates or (2) to sell harder and program better. Has SRA taken a position on that?

A: The thinking among the firms who are members of SRA and, I think you'll find it true of practically all representative firms in this business, is that we must improve the quality of the product and sell harder. That's the way most of them are talking to the stations. If we are going to sell nighttime programming, we must improve the quality of the product, thereby increasing the listening audience.

Q: At least one firm says that advertisers and agencies have psychologically written off radio, more or less, and that the only way to get them back into it is to be dramatic and cut rates, that just programming better won't do it.

A: I answered that one previously when I pointed out to you that we have proven that by improving the quality of the product you can sell it. Cutting rates will not increase a station's audience, and without an audience radio or television advertising would be a bad buy at any price. Price cutting is not the answer. I am not a believer in rate cutting. In many cases, increasing the cost of whatever you're trying to sell will do a better job of selling than cutting the rates.

When you start cutting rates, you are too apt to leave the impression that it's no good at any price, whereas if you increase the rates, you obviously are improving the quality of the merchandise or the product which you are selling. I've seen it work where new management has moved into a radio or tv station, and it will work in many more cases. Radio has been underpriced for too long. Advertisers have been buying it for bargain prices for too many years.

Q: Are many stations raising rates?

A: The percentage is small, and the raises which they have put into effect probably would not average more than 10%.

Q: What would you say is the situation on daytime television as far as sponsors are concerned?

A: The daytime sales have increased. But there are, I'm sure, some good availabilities to be had in almost any market in daytime television.

Q: This includes morning?

A: Right.

Q: How about nighttime?

A: Nighttime in a lot of markets is very tight, but in some markets there are some availabilities. As a whole, the tv spot picture is good.

Q: What are some of the big problems that spot faces, or does it have any big problems?

A: The day spot radio and tv cease to have any problems is the day to start worrying, because the day you have no problems, business is really bad. The spot radio and spot television business is good and we do have problems. One of the problems in tv is bartering time for films.

Q: What is SRA's position on bartering?

A: Film-for-time bartering deals are bad for the advertiser, the station and the syndicator.

Q: Why?

A: Many film barter deals are either outright brokerage arrangements or very close to them. As you know, the FCC objects to brokerage arrangements. Film barter deals could invite an FCC slapdown, which may have restrictive consequences in other areas, and there are indications that the FCC may take a very close look at all such deals. Most of the barter deals tie stations up for as many as three to five years, thereby constituting a lien on station time which the FCC might interpret as loss of program control by the licensee.

Some barter arrangements grant preferential rates to one group of advertisers which are not available to others, which is in violation of the provisions of the standard AAAA contract. Barter deals make it possible for film vendors to sell time at lower than rate card rates in competition with the tv station's own salesmen and representatives. Barter deals which trade time for film and authorize resale of time by the film vendor, run counter to the exclusivity provision in most representative contracts, thereby embarrassing the representative by creating a competitive and confusing alternate source of time for national advertiser. Barter deals frequently consume time and availabilities which could be sold to national or local advertisers for good dollars.

Any way you slice them, barter deals are not the answer to any problem, and they will wind up being the most expensive deals advertisers and stations ever got mixed up in.

Q: Could you be specific about the "indications" that the FCC may become interested in such deals?

A: The FCC network study group has asked many questions about barter deals. The matter, no doubt, will be covered in the forthcoming report of this group. It is inconceivable that such a study group could condone such practices, since they could very well lead to a monopoly in the business.

Q: Has SRA taken any position on the Bristol-Myers-General Foods deal?

A: The television trade practices committee of SRA reached the conclusion that under such arrangements

(a) advertisers may be regarded as alternate sponsors of any schedule so purchased
(b) the arrangements between two or more such advertisers do not involve time brokerage, since the stations concerned thoroughly understand who the clients are, which products

'Bartering deals are bad for advertiser, station and syndicator'

are involved, and at what rate each client shall be charged

(c) such arrangements do not grant the advertisers a hiatus, since contracts have definitely established when each advertiser will use the spot schedule purchased

(d) because such arrangements between two or more advertisers represent a definite commitment on the part of these advertisers for the period of time involved, the station concerned is not confirming orders more than thirty (30) days in advance

(e) apart from any conclusions reached by this committee, or by other persons interested in these matters, in the final analysis stations have the right to accept business under conditions they deem in their best interests, as long as they grant other advertisers similar opportunities.

Q: Going back to our first question, what has the SRA accomplished in the last ten years?

A: During the last ten years SRA has, in cooperation with its member firms, made literally thousands of presentations to time buyers, media directors and account executives of advertising agencies, as well as advertisers on the value of spot radio and tv advertising. It started the Crusade for Spot Radio in 1953, which was the beginning of the medium's climb to even greater heights than it was thought possible. SRA sparked the drive which led to the establishment of the Television Bureau of Advertising. It created and published the Spot Radio Estimator, which was distributed to practically every advertising agency throughout the country.

Working with member firms of the broadcast media relations committee of the 4As, SRA devised and made available to all representative firms a standard availability form for presenting availabilities to agencies. It established the formula for the use of the Nielsen Coverage Studies No. 1 and No. 2. It conceived and promoted the SRA standards of IDs in television to the point where the standards are accepted by practically every station in the country. It conceived and promoted the plan known as "Operations Desk," enabling agencies to use such name in the transmittal of all commercial material to tv stations. This plan has been accepted by about 99% of all tv stations.

Working with Price Waterhouse Co. for the past two years, SRA has gathered and released estimated spot radio dollar volume figures, as well as a product category breakdown of such figures. This is a continuing project of the association, and we hope we may eventually work out a means whereby such figures will be broken down by advertiser and product. SRA maintains the most complete up-to-date register of time buyers, account executives and media directors, as well as a list of the top advertisers for the use of its member firms.

Q: What are some of the new projects SRA is working on?

A: One of the current projects is the elimination of excessive paper work involved in the transactions between a representative, agency and station. Another project, which we have not given up on, but I am sorry to say we have not made much progress on, is the establishment of a central billing system for all spot.

Q: Could you tell us more about this project?

A: The possibility of establishing a central billing system for all spot radio and television has been under consideration for some time. The great problem for such a project is trying to work out a means of doing it whereby it will save the greatest amount of money for everybody concerned. In my opinion, such a system could be set up on the basis of a non-profit organization owned by the stations, much in the same manner as the organization of Broadcast Music Inc.

Q: What do the stations think about such a plan?

A: The station people I have talked with are very interested, inasmuch as they can see where they can save money, and also speed up the entire process of billing, as well as the elimination of errors, which is one of the problems we are always faced with.

Q: A few years ago there were a great many per-inquiry deals in radio. Do you find that there are many of these deals still around?

A: You may find a few stations still taking such advertising on a per-inquiry basis, but by and large, stations are not interested because they can sell the time at card rate. Insofar as television is concerned, per-inquiry deals never have made progress, except perhaps in smaller markets.

Q: What about the credit problem in radio and television advertising? Do stations have difficulty in collecting?

A: As a rule stations do not have any problem insofar as credit is concerned. This is especially true of the national advertiser. Once in a while a problem does arise with an advertiser who has overestimated or perhaps has gone in too deep, but I am sure you will find credit losses for radio and television stations are very small.

Q: Does SRA help its member firms where credit information is concerned?

A: Yes. If there is any question about an advertiser who may be new to the business, or who may not be established and does not have a credit rating, we try to find out as much of the background of such an advertiser as possible for all the member firms, who then can make their own decisions insofar as credit is concerned.

Q: Going back to the subject of ratings, do you find advertisers buying strictly on ratings, or are they learning more and more to evaluate other factors in the purchase of spot?

A: Although ratings are important, they are not always the answer when it comes to making a good spot buy in radio and television advertising. There are many factors which agencies and advertisers obviously take into consideration in making spot buys, such as the market itself, the stations located in the market, the programming of the individual stations, the management of the stations, their place in the community, the personnel of the stations and the relations between station management and the merchants in any given market who may be handling the advertiser's products.

Q: What about programming? Does SRA concern itself with station programming?

A: As an association, no. Member firms of SRA in working with their stations are always trying to improve the quality of the programming of their stations, because that is the product which they are trying to sell. Therefore, it behooves every representative to try to help their represented stations in improving the programming format, which in turn will increase the value of the station insofar as an advertiser is concerned.

Q: Has SRA concerned itself with trying to measure out-of-home radio listening?

A: SRA continues to search for ways and means of measuring such an audience, but I am sorry to report we have not found a truly effective way. We are fully aware that radio listening is so tremendous through the day and night that it is almost impossible to measure all such listening.

Q: In your opinion, what lies ahead for the station representative?

A: The role of the station representative has increased tremendously, and his importance to the welfare of the station, the advertising agency, and the advertiser has never been greater. The independent representative firms that truly do a selling job for their represented stations are most important cogs in the radio and tv advertising industry. They have been placed in an almost indispensable position as a result of their knowledge of markets, station operations, programming, research, marketing, and the general problems of the industry.

Stations can exist without networks, but they can't very well stay in business without some one to represent them in the market places of advertising. The representative will continue to grow in importance to the industry as the volume of radio and tv advertising increases.

INSTANT
FELS NAPTHA
GIANT SIZE

Why Fels & Company prefers

Crosley WLW Stations

for Instant Fels Naptha

Golden Soap Granulets

"WLW Stations offer that important extra of mighty grocery merchandising tied up with top Station Talent. Yes, leading TV-Radio personalities star in product merchandising-promotion as the Crosley Stations' experts cover the store fronts by top-level trade contacts, personal calls and point-of-sale push. So the Talent-tuned, power-packed merchandising-promotion of the Crosley Stations really means business for advertisers."

Max Brown

Max Brown, Director of Sales
Fels & Company

Like Fels & Company, you'll get mighty merchandising-promotion for your products too with the WLW Stations. So before you buy, always check first with your WLW Stations' Representative. You'll be glad you did!

WLW	WLW-T	WLW-C	WLW-D	WLW-A
Radio	*Cincinnati*	*Columbus*	*Dayton*	*Atlanta*

Network Affiliations: NBC; ABC; MBS **Sales Offices:** New York, Cincinnati, Chicago
Sales Representatives: NBC Spot Sales: Detroit, Los Angeles, San Francisco
Bomar Lowrance & Associates, Inc., Charlotte, Atlanta, Dallas . . . . . . Crosley Broadcasting Corporation, a division of AVCO MANUFACTURING CORPORATION

MONDAY MEMO

from **LUCIAN CHIMENE,** *broadcast analyst, J. Walter Thompson Co.*

WHAT THE AGENCY TIMEBUYER REALLY WANTS: INFORMATION, PLEASE—AND LESS NOISE

A broadcast station is generally expected to supply time buyers with information about itself and the market it serves. Nowadays many thoughtful station operators are becoming concerned about the type and quantity of such information they should include.

And well they might be. Some timebuyers, having in mind the communication engineer's division of transmitted messages into an information (or meaningful) part and a noise (or meaningless) part, are beginning to have a feeling of drowning in noise while seeking the information necessary to do a better job. But occupational hazards aside, what type of data will be most helpful to the buyer and, in the long run, to the station that provides it?

Clearly, the most valuable information will be whatever relevant data the buyer does not already have, or have ready access to. By way of elaboration, consider first what this does *not* mean.

Ratings, while valuable, tend to be much over-emphasized in promotion material—usually, to be sure, by the station that has the fat ones that month. In all agencies sizeable enough to subscribe, the rating services are already being scanned by buyers, with particular reference to wherever a campaign is considered. And usually the rather special analyses made of ratings (such as, say, the number of quarter-hour firsts in non-network evening hours on weekends in summer) are not at all applicable to, or even comparable with, other situations which are being bought on presumably equivalent considerations, and which should be measurable by the same yardstick.

A BARE STATISTIC IS USUALLY MEANINGLESS

Another set of facts which could stand some de-emphasis is the group of garden-variety market statistics such as a city's population, effective buying income, total retail sales and all the rest. Any buyer who does not know which of the many fine statistical sources to use when he wants this information probably won't be using it anyhow. Furthermore, a statistical fact is never valuable by itself, but only as it properly relates to all others under consideration. It does little good for a buyer to be told a city has a population of 50,000, since that might place the city at the top or bottom of a list, depending on the type of campaign. The buyer will have to go to his source book anyway, to check on the rest of the list. And even when comparisons are already thoughtfully supplied to him, it may still leave the buyer uneasy.

A station might maintain, for instance, that when all its counties are added in, the market thus created is larger than Topeka, Tucson or Terre Haute. This sort of argument can shake up a buyer's list, until he pauses to reflect that if counties are likewise added to the stations in Topeka, etc., things return to normal, and these cities regain their places. Peace descends on the list again, but no good impression remains in the buyer's mind for the upsetting factor.

Turning to the positive side, how happy a buyer would be to reach into a station file and come out armed with information he cannot get elsewhere. He might find, for example:

- This is a factory town, with unusual shift times, which are . . .
- This town is down in a valley, so tv signals . . .
- An annual event brings in many visitors with a particular interest in common, who can be reached by . . .
- Local customs differ from normal, so the heaviest shopping days are . . .
- The reason the rate book lists the antenna as 270 feet below average terrain is that it gives the advantage of . . .
- Although ratings may not fully show it, a certain program has been so popular for the last ten years that . . .
- Trade is seasonal in this town, so it's best to concentrate advertising during . . .

THE TIMEBUYER SHOULD BE ALERTED

As an example of one of these, consider the small market of Sebring, Fla. During the week or so when important sports-car races draw car-fanciers from all over, Sebring becomes a concentrated market for certain types of products. Or take Holland, Mich., which stages each year a tulip festival that attracts gardeners and flower-lovers. Holland then becomes the center of another type of specialized market. A buyer may not even realize these opportunities exist; certainly he has no idea of the size of the available audience unless some alert broadcaster picks it up, develops the information and passes it on.

The point is, all these are verifiable facts which can best be dug out and documented locally, and updated as need be. If sent on to the buyer, they will surely be preserved and referred to—and the station's call letters at the top of the page as the supplier of information certainly won't harm its chances at that point.

Some stations, notably among them those under the guidance of one or two wise representative firms, have for some time been putting out this kind of information. In their enlightened efforts, the buyer sees hope of a less noisy tomorrow, full of the information which will make his job the easy one which he knows in his heart it will never really become.

Lucian Chimene; b. 1928 in Austin, Tex.; 1946 graduate of U. of Chicago. Joined J. Walter Thompson for a short term before putting in two years Army service where he was instructor in divisional radio school. Returned to JWT's media department, buying time for Ford and Ford Dealers, Lever Bros. and RCA. In 1956 took over newly-created post of broadcast analyst at JWT. Most important project thus far was analysis of Nielsen Coverage Study No. 2, resulting in tv coverage figures for agency use.

FCC Slug in the Toll-Tv Slot

WITH one eye cocked toward Congress and the other on the stock market, the FCC labored for two days last week on pay television and delivered a ruling on which both sides can claim victory.

The FCC didn't authorize on-the-air pay tv tests, as advocated by the proponents. It did instruct the staff to prepare a "document" looking toward limited tests, based on detailed explanations from station licensees and applicants (not the subscription tv entrepreneurs) as to how, when and with what equipment they would propose to experiment.

But the FCC then made a virtual nullity of this by stating that its action cannot be construed as an authorization for any test, and that it would not, under any circumstances, begin consideration of applications before next March 1.

The most important aspect of the FCC's action, if indeed it can be construed as such, is that it isn't going to authorize any test until after Congress will have been in session for more than 60 days. Thus, it is not defying those members of the House and Senate who advocate legislation to preclude any pay tv—open circuit or closed circuit—and who have admonished the FCC not to tamper with the temper of Congress.

Despite the circumlocutions, we think the FCC has acted wisely. The subscription tv picture has become hazy since the FCC last tackled the question. Broadcasters were almost solidly opposed to on-the-air toll tv before the promoters of closed circuit tv became active. The Bartlesville Telemovie experiment is on. These ventures, if successful, could have a profound effect upon free tv.

There is no assurance that the "open-wire" type of installation proposed by such entrepreneurs as Skiatron Tv, at comparatively low cost, will work within interference tolerances. And there is yet no assurance that the infinitely more expensive coaxial type of service involved in the Bartlesville experiment will prove economically feasible.

The big "if," assuming closed circuit wins initial public acceptance, is whether telecasters would choose to venture into "open-circuit" toll tv on their own assigned channels on a part-time basis. That they will be encouraged to do so by Zenith and others who espouse open-circuit is already strongly evident. The degree of their success or failure will be reflected in the replies to the FCC's new "document" which constitutes a ruling without a decision.

The Pope's Encyclical

THE Catholic Church in every country is now under orders from the Vatican to organize a regular system of screening motion pictures, radio and television.

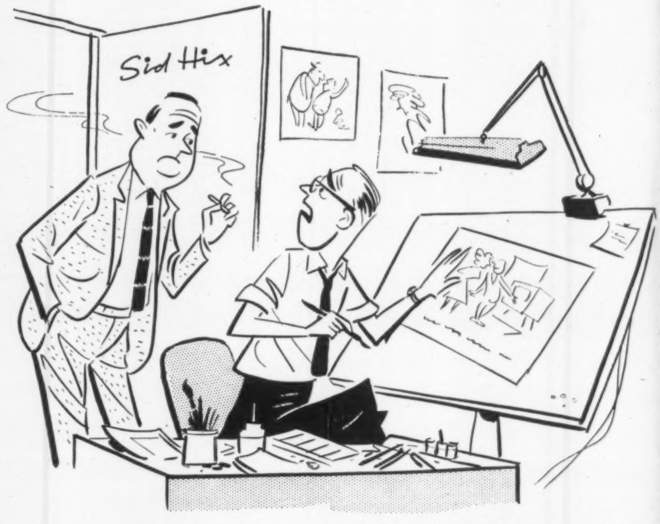
As reported in this publication last week, Pope Pius XII has issued an encyclical directing the church in all countries to use "positive action and authority" in preventing Catholics from being exposed to movies and radio-tv programs which conflict with Catholic doctrine.

The 13,000-word encyclical, which we have read in detail, is a firm but temperate document. It exhorts the priesthood to guide the Catholic laity in choosing movies to attend and radio and television programs to tune in (or out). It urges Catholics to disassociate themselves from the production of objectionable films and air programs. On its surface it is a directive confined to the Catholic community and, as such, would seem to be an in-the-family matter about which non-Catholics could have little legitimate concern.

It is in the execution of the Pope's orders, however, that there is reasonable cause for alarm. The encyclical directs the enlistment of the entire Catholic priesthood and laity in a massive program of self-discipline. Can this program be put into effect without the coincidental creation of machinery for censorship extending far beyond the Catholic community?

Under the Pope's directive, the general membership of the church in each country will receive its instructions from a national office of supervision which will view movies and monitor radio and tv. Can it be supposed that a national office of supervision in the U. S. can direct the millions of U. S. Catholics to tune in or tune out a radio or tv program without also exerting a profound influence on the program choice of non-Catholics? In short, can a system as extensive as that ordered by the Pope be invoked so deftly that it has the authority to command Catholic compliance but not the power to force off the air programs which, however distasteful to Catholicism, are perfectly acceptable to other faiths?

The answer to these questions will not be definite until the Pope's encyclical is put into effect. Meanwhile, it will be the considerable responsibility of the Catholic hierarchy in America to establish an organization confined to the church itself and the job of broadcasters to circumvent, however possible, the expansion of the organization into non-Catholic affairs.



Drawn for BROADCASTING • TELECASTING by Sid Hix

"It's tough drawing tv cartoons today . . . by the time I get a good gag about a show, it's canceled!"

OF ALL those who were alarmed last week by news that commercials can now be injected into a tv program too quickly to be seen but slow enough to sell (the subconscious), we venture that none was more frustrated than the fellow who first invented a ray gun to "tune out those annoying commercials."

They call it subliminal perception, but we call it justice.

The Shrinking Spectrum

IF THE matter were not so vital, we would permit ourselves a moment of personal gratification that broadcasters and electronics manufacturers are becoming concerned about the military's present and planned use of television frequencies.

Some of our readers may remember an exclusive story in our April 1 issue reporting that the military was eyeing vhf channel space for use in future defense systems. Not many people took us seriously at the time. Indeed, some tried to prove that we made the story up.

The fact that we were reporting—not inventing—has been clearly established. For example, the Electronic Industries Assn., whose members individually are aware of military planning because they are working on secret defense projects, has urged a complete study of spectrum use [B•T, Sept. 16]. We agree with the manufacturers, and we are delighted to see support for an investigation come from other powerful sources like the NARTB and the Assn. of Maximum Service Telecasters [B•T, Sept. 16].

For all we know, the military may indeed need more room in the air. The point is that no one outside the military knows whether it needs more or less than it has. An impartial investigation of the matter is imperative.

THE leader IN st. louis

...Fred Moegle

AND WARNER BROS. CARTOONS

With 'Little Rascal' films, "The Fred Moegle Show" dominated its time period and reaped fabulous mail responses.

The most recent ARB (April) credits this show with an average 12.4 rating over ten quarter-hours to the competition's 8.7 and, within a month, a local client's offer resulted in more than 10,000 replies.

Now, with the help of the Warner Bros. Cartoons—"Tweety", "Daffy Duck", "Sniffles"—and a longer time period—Monday thru Friday 5:00-6:00 p.m. —only the sky's the limit!

Join the new St. Louis sales team of Fred Moegle and those wonderful Warner Bros. Cartoons. Call the nearest KATZ office today.

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TEN PLANS APPLY

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